

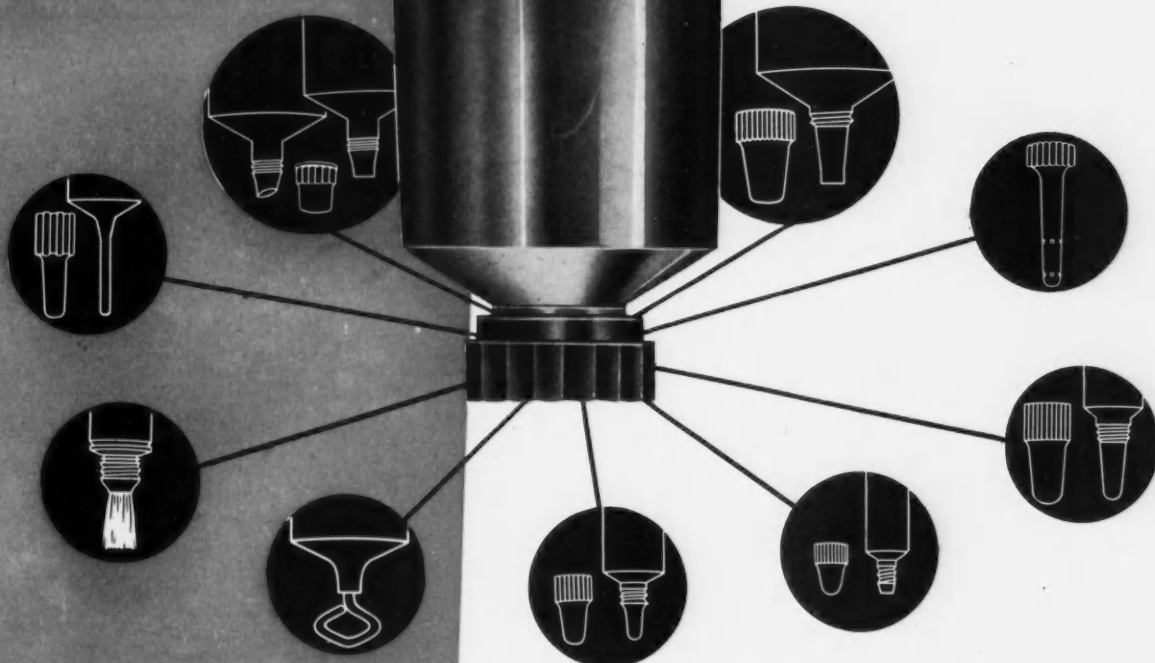
the **American Perfumer**
and **ESSENTIAL OIL REVIEW**
COSMETICS • SOAPS • FLAVORS

JUNE 1950

v. 55 #6

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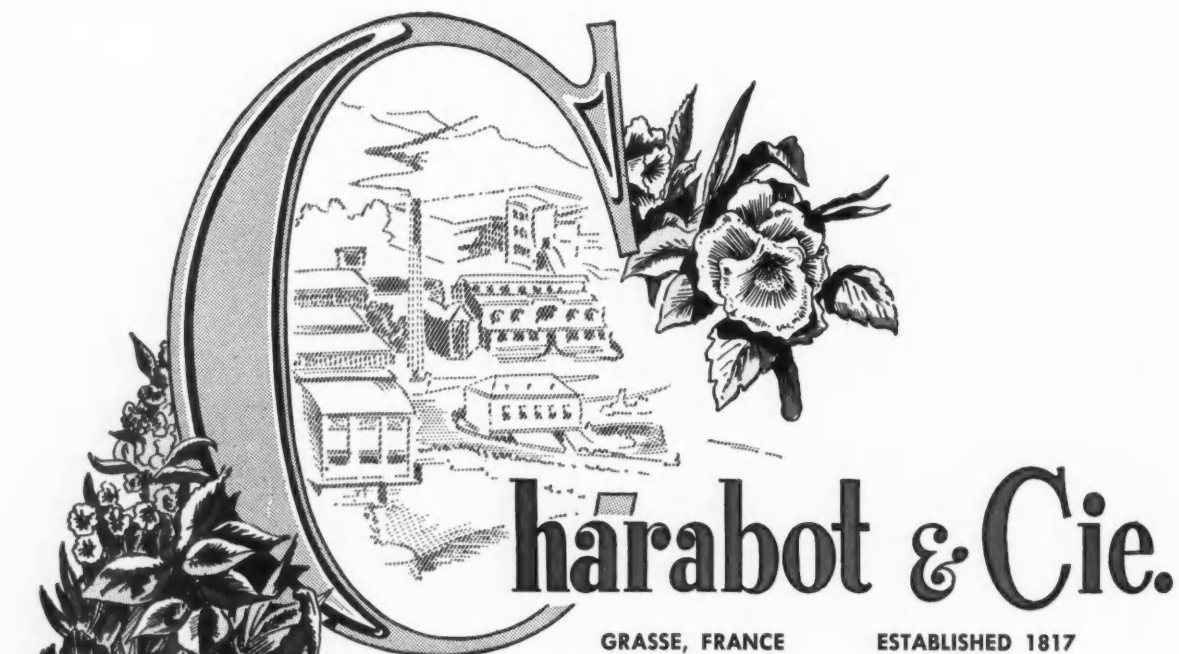
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The American Perfumer

June, 1950 437

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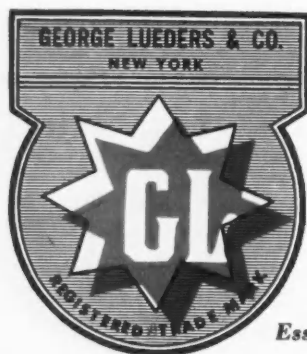
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Editorial Comment

By Reducing Taxes Canada Increased Its Revenue

If hidden taxes, excise taxes, sales taxes, nuisance and other taxes which plague the consumer are reduced it is probable that as a result of more money being left in the pockets of the people the volume of business will increase to such an extent that the revenue of the government will be greater. This is the experience of the Canadian government under the tax reduction program inaugurated by Minister of Finance D. C. Abbott.

When he announced the tax reduction program he said: "The Commonwealth has produced a record quantity of consumer goods and at the same time has produced and installed a huge amount of capital equipment which promises still greater output in the years ahead. We must make sure that the people have the money so that they can buy the goods we are making and will make."

Taxes on transportation, amusements and telephone bills were repealed. The taxes on cosmetics, luggage, fountain pens, cigarette lighters etc. were cut 10 per cent on the manufacturers'—not the retailers'—price. Income taxes were reduced by increased personal exemptions and by lowering the rates. Double taxation on corporate profits was eliminated.

Reporting on the results of the tax reduction program to date, a responsible Canadian government official said: "The program has given the people more money to spend. Business is booming. From every side we get reports of increased business—increased income. We are sure now that the revenue flowing from the increase in business and in our national income will more than offset the immediate loss of revenue from tax cuts.

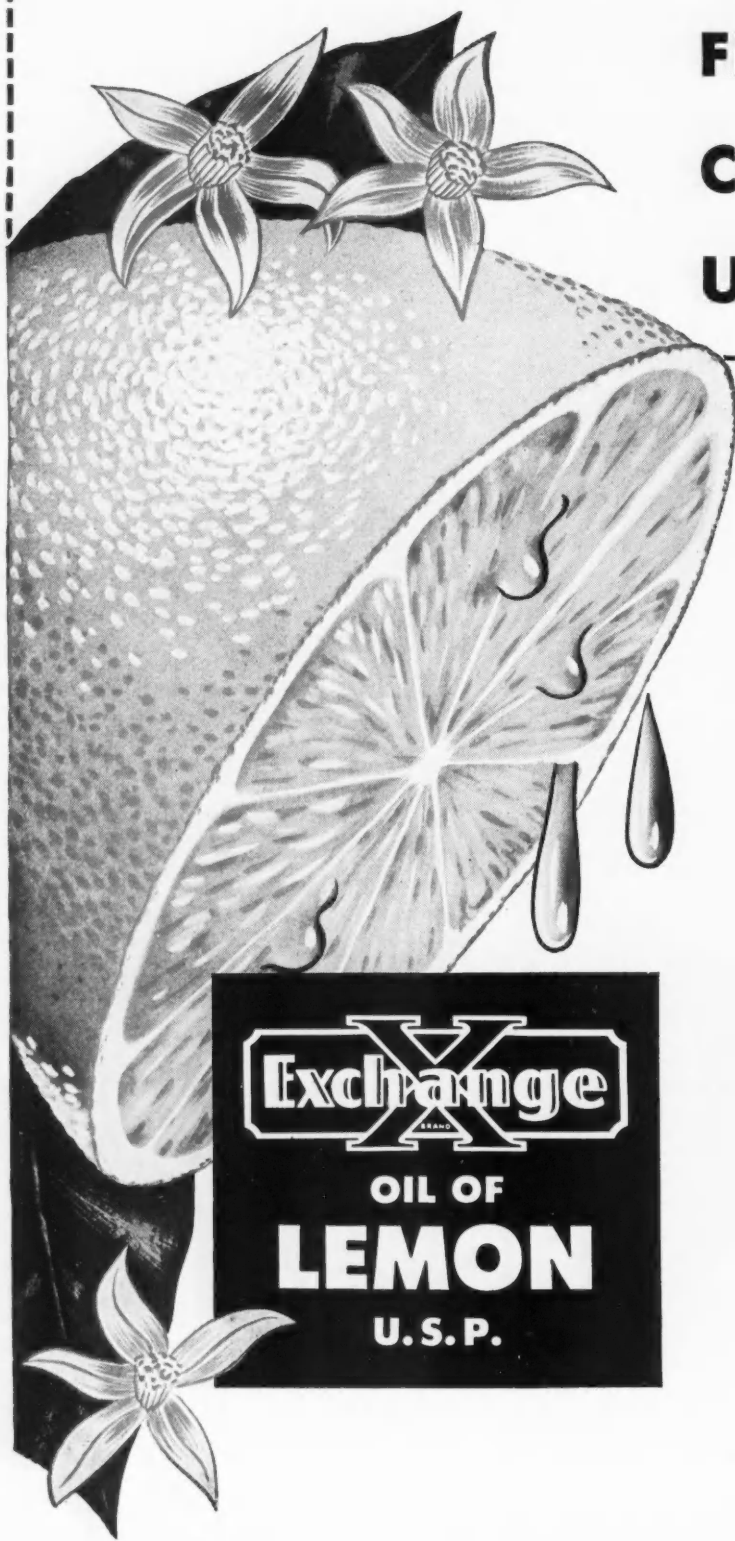
Commenting on this our own Sen. Walter George chairman of the Senate Finance Committee stated: "Canada is moving in the right direction. We can and must follow a similar path. We can raise taxes with the risk of depressing business and reducing our income, or—we can lower taxes, taking a temporary loss in tax revenue with the certainty that any loss will be more than made up by the stimulation to business, more employment and greater national income."

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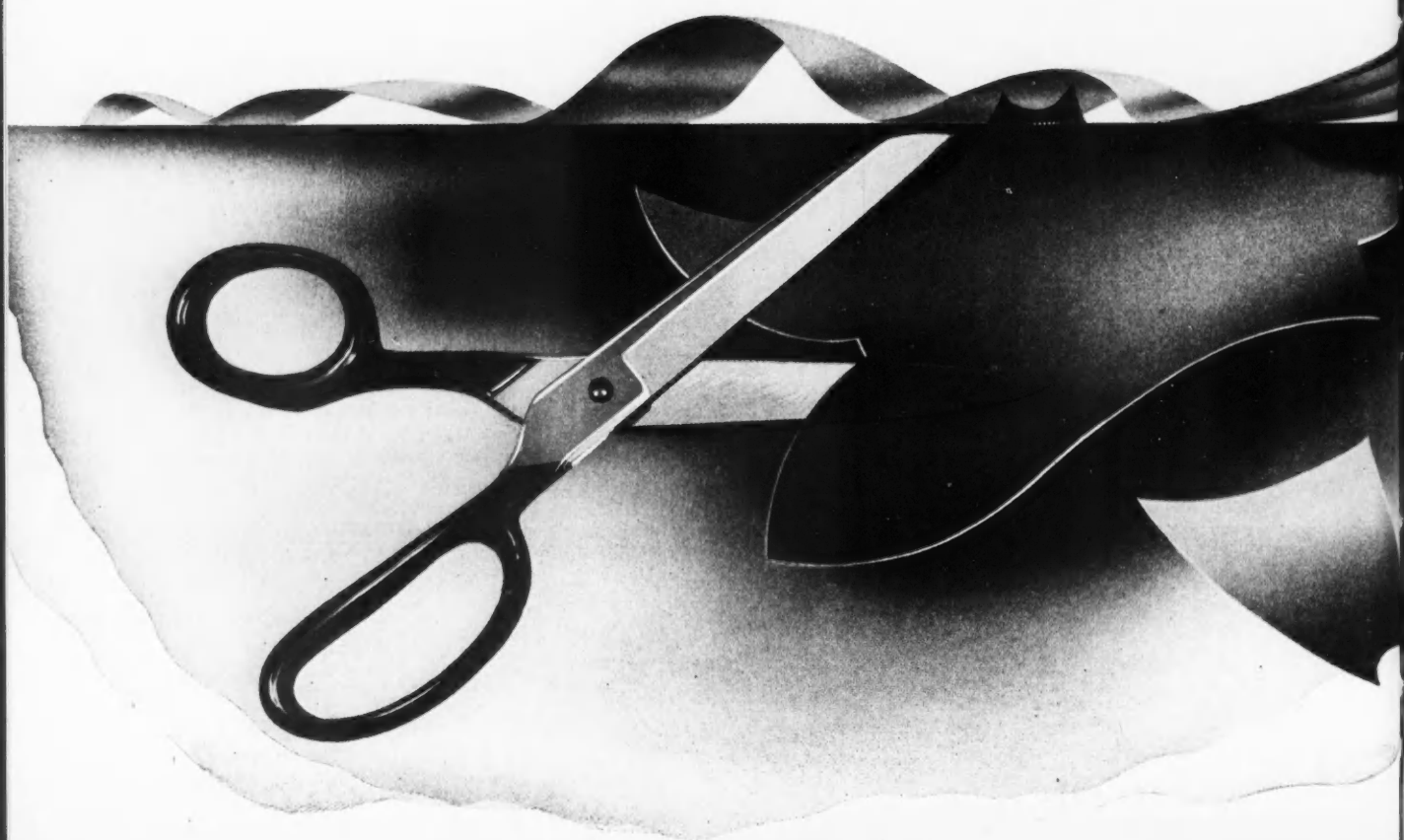
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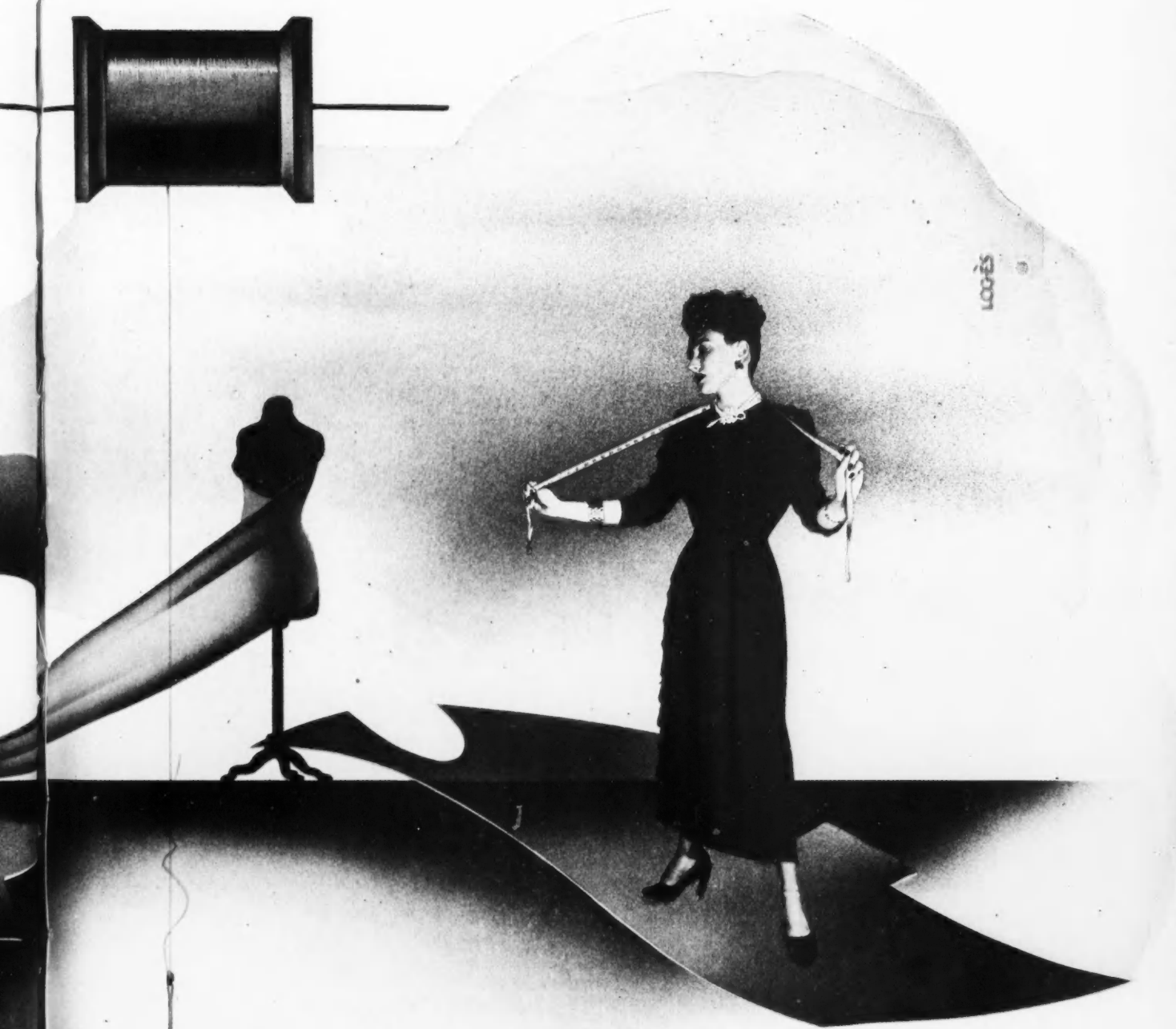
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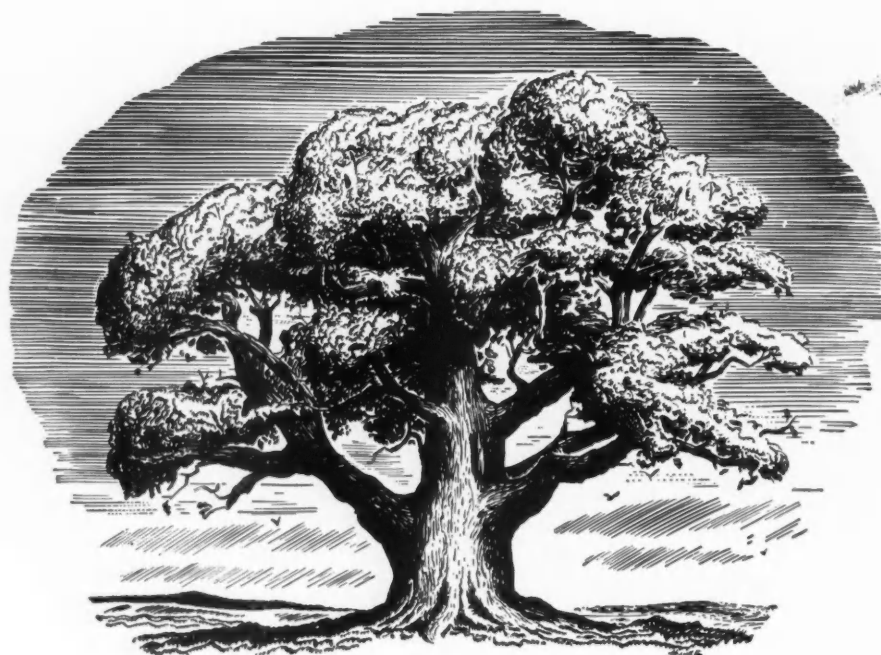




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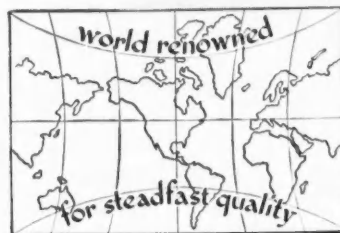
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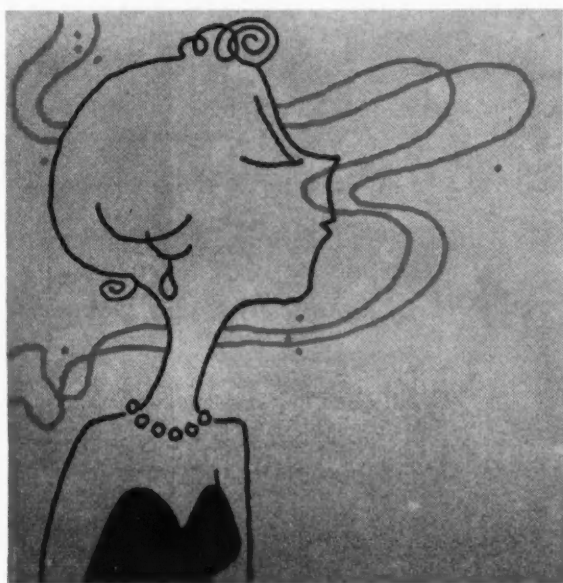


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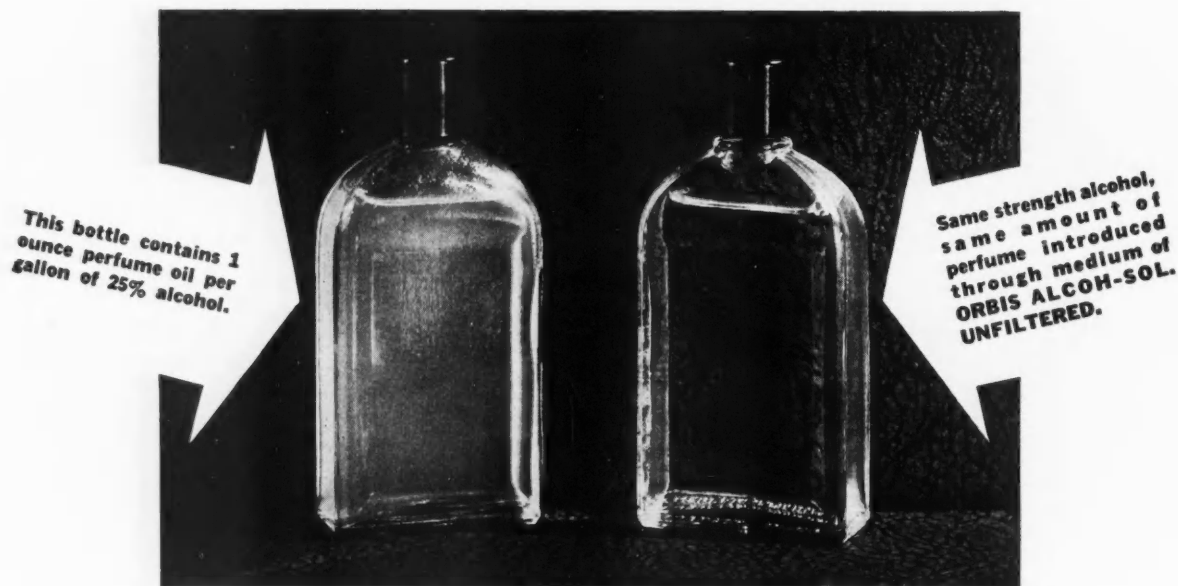
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♣ *Essential Oil Review*

June, 1950 451

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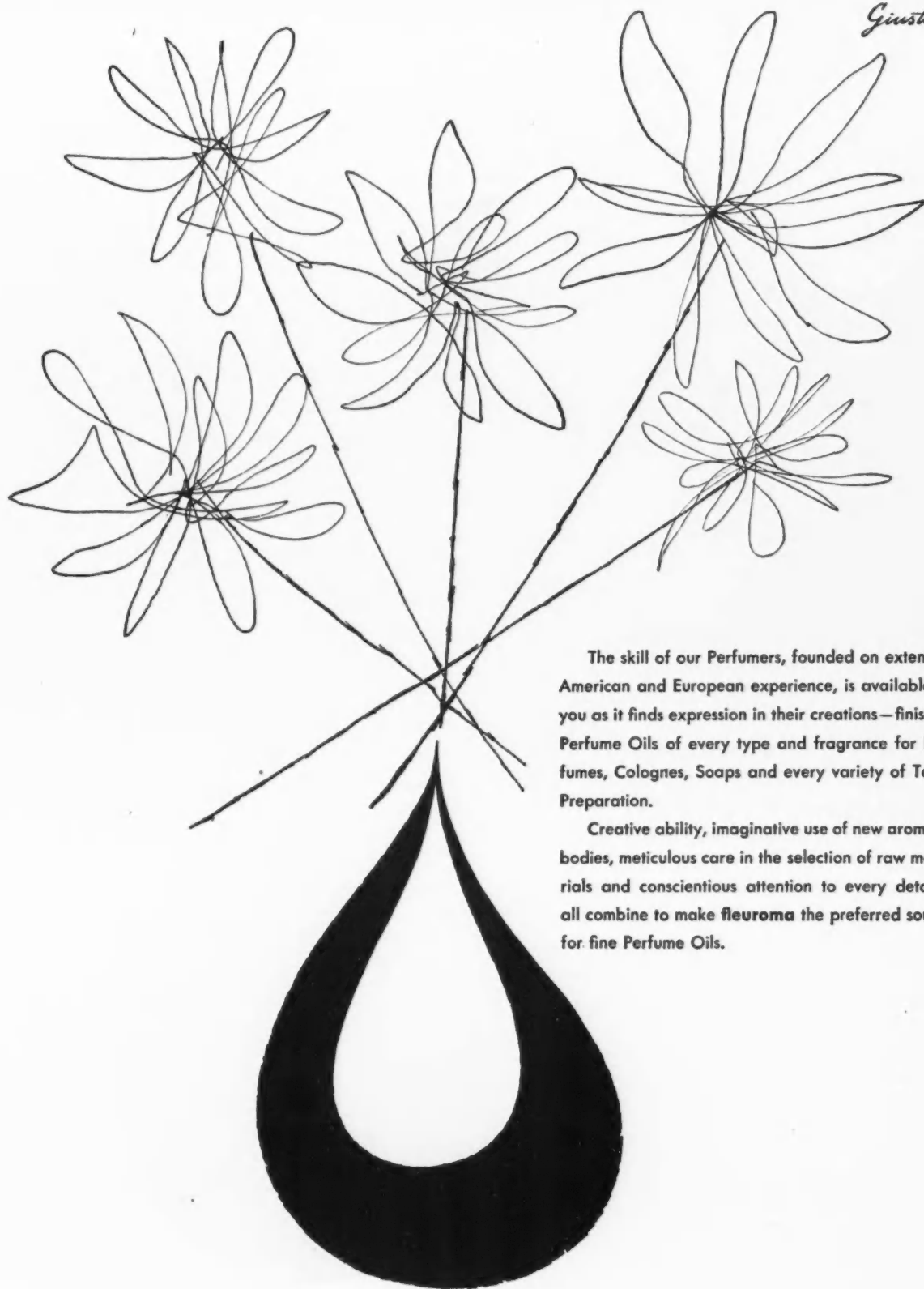
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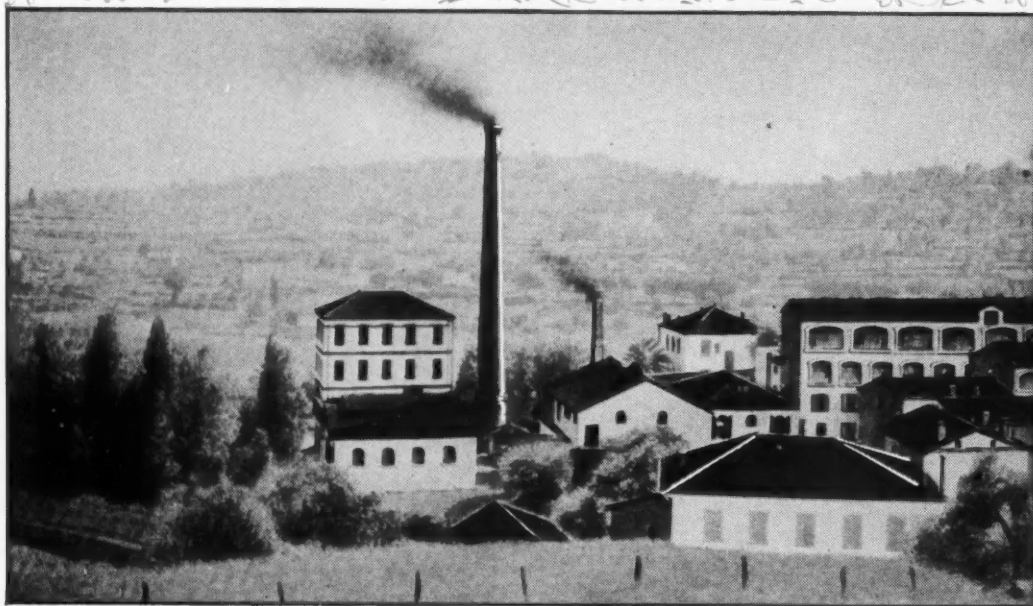
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Sequesterant

For sometime sequesterants have been available in 100 per cent form as the acid, to be converted to the respective alkaline salt by the user. This is no longer necessary because one of the large suppliers of the aminotetraacetic acid type now has the material available as the sodium salt in 100 per cent form. This saves shipping a lot of water and the trouble of making your own sodium salt.

Gray Hair Vitamin

The pros and cons of the effect of pantothenic acid and its derivatives on hair are not the subject of this particular blurb. Instead, the availability of pantothenyl alcohol, a colorless, viscous, somewhat hygroscopic liquid, readily dissolved in alcohol and water, showing a pH of 3.0-4.0, is brought to your attention as worthy of further investigation in this field. 0.936 grams of the alcohol are equivalent to 1 gram of the acid, and 0.861 grams of the alcohol are equal to 1 gram of the calcium salt.

Some patents have been granted for the use of this material in cosmetics in Europe. No products seem to be on the market containing this substance, and whether this is due to its questionable value or not is hard to judge.

Sun Screens

This is the season when manufacturers of sun screens most aggressively offer their product. Some offer transmission data on the straight sun screen—this usually looks very good. Still others offer transmission data of the screen in a concentration recommended for use in the finished product, which is good. However, since the average cell thickness is two or three times that of a probable thickness

of a layer of the screen on the skin, it is readily seen that the data are lopsided. Hence, you should request your supplier to get transmission data in cells not greater than 0.02-0.03 millimeters in thickness. Since this thickness is not always possible to obtain, the concentration of sun screen used should be proportionately smaller.

There are some minor innovations in the sun screen field at this time. The writer's laboratory has tested a great many, and particularly it has checked the long range usefulness of beta methyl umbelliferone. Notes on this will be published elsewhere at a future date.

Bath Salts

With summer approaching, inquiries on bath preparations always increase in number. The most enchanting idea to all new comers entering the field is the potential sales value of an effervescent bath salt or tablet. Yet this type of product is easy to make in some respects and very difficult and troublesome in some other ways.

The pharmaceutical text books are replete with data on the manufacture of effervescent salts by the usual fusion and subsequent granulating process. Obviously, to form a tablet one need only form uniform granulations and compress.

But this is only the beginning because traces of moisture cause the tablets or the granulated salt to slowly decompose, sometimes forming a solid mass within the container, and at other times they may even explode the bottle or jar due to the pressure of the carbon dioxide gas liberated. As a result, most people go back to sodium sesquicarbonate crystals which are easy to manipulate and form a nice looking product. Perfumes can be dissolved in alcohol or other solvents and sprayed on to the carbonate to-

gether with dissolved color while stirring in the pony mixer or similar device.

In England the sesquicarbonate is also available in pea crystals which give a little more latitude and variety. An innovation is to include a small amount of surface active agent which will tend to further prevent the formation of bath tub ring.

New Deodorant Soap

While attending the meeting of the scientific section of the T.G.A. and the meeting of the S.C.C., it developed that a new deodorant soap had been conceived by a fellow that was odorless in itself, non-ionic, contained no phenol or phenolic compounds, no formaldehyde and possessed limited bacteriostatic properties—but the soap was a deodorant. The bar was actually produced, and at this writing is available on outright sales or possibly on some kind of private label royalty arrangement.

A sample has not been available here for checking purposes, hence accordingly this department cannot vouch for its effectiveness. The description, however, sounded so good that we hasten to pass it along to our good readers.

Hexylene Glycol

This material has been known for sometime as 2-methyl-2,4-pentanediol. During the War and shortly thereafter it found some use as a replacement for glycerin.

For a given weight per cent, it reduces the surface tension of water about 20 per cent more than does propylene glycol.

While the material is believed to



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be mildly irritating to the skin on prolonged exposure, its absorption through the skin is practically nil. On mice it is about as toxic as normal propyl or normal butyl alcohol.

The material shows some possibilities in prespotting soaps for dry cleaners, as a coupling agent, a solubilizer for special materials such as some of the natural gums and resins. Some work in England has indicated its usefulness in lipstick as a dye carrier or solvent.

New Borate

Recently reported at the American Chemical Society meetings was the value of a new borate known as cyclohexyl pyroborate.

The pyroborate is bactericidal and fungicidal. It is thought to be astringent and dehydrating as well as deodorant. If the original claims for it are found to be true, the material may be worth investigating further in cosmetic work.

Clarifying Shampoo

We sometimes lose sight of things because they are so close to us. That is the case with the synthetic detergents classified as alkylolamides. As foamers, they don't quite stack up to alcohol sulfates and some others, but they have other interesting properties.

Thus a 20 per cent potash coconut oil shampoo can be made with a lower chill point by the addition of a small amount of an alkylolamide. It acts to keep poorly soluble stearates in solution without changing or upsetting pH. In addition, alkylolamides are good dispersing agents for hard water soaps. Often they tend to increase the viscosity of a liquid soap or shampoo.

Preventing Tooth Decay

Appearing to be more effective than fluorides is the complex sodium monofluorophosphate in preventing or controlling tooth decay. Animal tests show the material to be less toxic than sodium fluoride. When used in effective concentration, there is no mottling of the teeth. Growing teeth are said to pick up more of the monofluorophosphate than of the fluoride in actual use.

Drum Discharger

A special drum head for standard steel drums has a permanently moulded pneumatic vibrator and an operating valve. When attached to an open head drum containing dry granular material, the drum can be hoisted over the top of a tank and the contents can be discharged with fingertip control.

glass or bottles dealers in small quantities. If not, try your local drug wholesale house.

812: THERAPEUTIC BATH

Q. We want to make a therapeutic bath preparation and would like your views on the subject.

W. N. Pa.

A. In regard to the data on bath preparations, particularly in the treatment of skin diseases, we hasten to point out that our magazine is devoted principally to cosmetic interests and only to those drug aspects as have been inherited by the industry. For example, antiperspirants are a drug in the light of the new law although they have always been considered a cosmetic. Our own opinion is that whatever may be a therapeutically valuable bath for one person may be a sensitizer for another. Very few materials lend themselves to bath useage because of the possible absorption from a large surface of the skin under the conditions of a bath. As a result, even sulphur baths have to be very dilute for this purpose. The only other thing that we can suggest is a non-ionic emulsion of some type of fat, such as lanolin, for example, which would be added to the bath for the purpose of replacing some of the natural oils lost during bathing—which is of doubtful value.

813: CITRUS ANTIOXIDANT

Q. We refer to the article "Antioxidant Studies" in your October 1949 issue in which a-tocopherol is recommended as an antioxidant for orange oils. We are interested to know whether Tocopherols are regarded as an antioxidant for all citrus oils and also for fine chemicals which are subject to oxidation when used in perfume. Kindly supply us with the names of manufacturers of this product as we wish to obtain samples for experimental purposes. We consider this article a very useful one indeed.

A. D. G., South Africa

A. The Tocopherols are antioxidants for many animal, vegetable and mineral fats and oils. The material is rather specific as are all antioxidants and while it may be useful for citrus oils that does not mean it is necessarily useful for other aromatic chemicals. (N.D.G. A. has been used with citrus oils.) Special stabilizers for "hydroxy" and for alpha-amylicinammic aldehyde have been devised for example and are patented. The manufacturer's name comes to you by letter.

Questions and Answers

810: STANDARD WAVE SOLUTION

Q. As I have missed the earlier copies of the AMERICAN PERFUMER where cold waving, etc. was discussed, I would be very grateful if you could give me a standard formula for cold waving upon which I could base my experiments. S.D.B., England

A. There is no standard formula for cold waving solution. You don't state if it is for home or shop use. Generally the concentration of ammonium thioglycolate varies between about four and seven per cent with approximately two per cent free ammonia. To this is added an emulsified and compatible oil.

811: TINCTURE OF GREEN SOAP

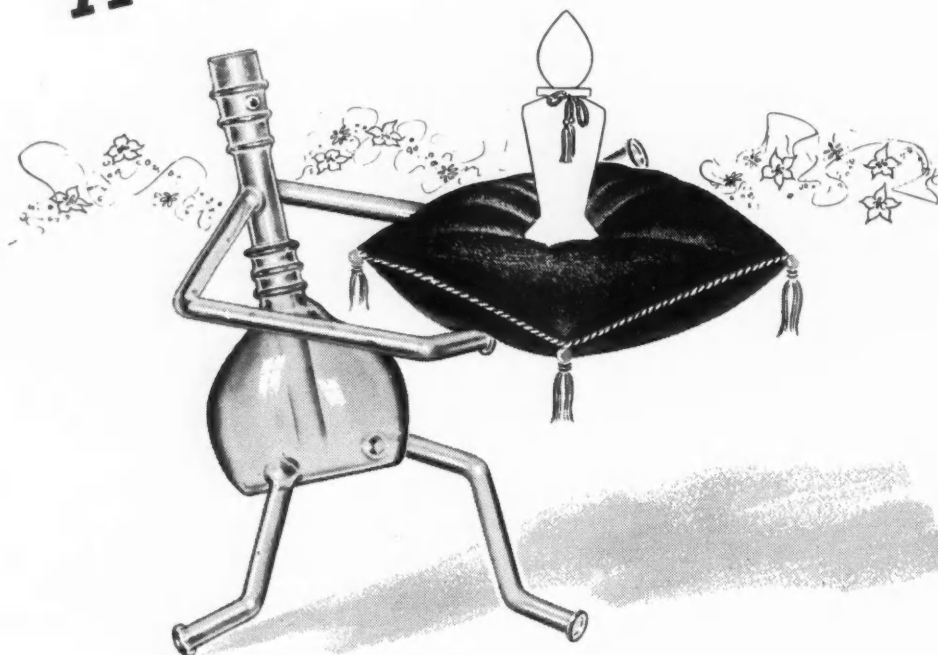
Q. Would you please send us the chemical make up of tincture of green soap. Also the best places to

buy bottles wholesale for bottling soap—about 4 and 8 oz? Z.P.A., Penna.

A. Tincture of green soap is an official product, formula for which follows: soft soap, 150 gm.; juniper tar, 20 cc.; alcohol, a sufficient quantity to make 1000 cc. Procedure: Soften the soap by warming it in a dish on a water bath; remove it from the heat, mix it with 750 cc. of alcohol, and when it has dissolved, add the juniper tar. Then filter the liquid, and wash the filter with sufficient alcohol to make the product measure 1000 cc. Mix well. Alcohol content—from 74 to 80 per cent, by volume. You can leave out the juniper tar and use lavender or any other fragrance. As far as bottles are concerned your best bet is to check the yellow section of the telephone directory of your city and you will find there usually listed under

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Estrogenic Hormones in Cosmetics

Positive effect in improving appearance of aging skin produced by local rather than by systemic action. . . . No evidence of risk to health connected with regular use of properly formulated cosmetic hormone preparations†

DR. E. G. KLARMANN*

A NUMBER of different cosmetic preparations containing estrogenic hormones have been on the market for some thirteen years. During this period of time, a substantial amount of clinical and other information has accumulated which bears either directly or indirectly upon the use of the estrogens in cosmetic formulations. In the following lines, an attempt has been made to review and to evaluate such evidence as is deemed to be relevant to the subject under consideration.

THE ACTION OF COSMETIC HORMONE CREAMS

Most cosmetic hormone creams, available on the market today, contain from 7500 to 10,000 International Units (I.U.) of estrogenic substance per ounce of vehicle. This substance is usually of natural origin and consists essentially of estrone; smaller proportions of alpha-estradiol, equiline and equilenin may be present in extracts from the urine of gravid mares which constitutes one of the most important sources of this material.

When applied in a cosmetic cream, this hormone potency may be safely regarded as being below the threshold value for any systemic action. Assuming that a two-ounce jar of hormone cream with a total potency of 20,000 I.U. is used up over a period of one month, the individual daily application would contain 666 I.U. It is known, however, that absorption from an externally applied ointment does not take place to the extent of 100 percent; at best, it is not greater than 40 percent, and usually considerably less. Therefore, a maximum absorption of 290 units should be taken into account, which certainly is far less than required for any systemic effect. According to the "New and Nonofficial Remedies" (a publication of The American Medical Association), the



therapeutic dose is 2,000 to 10,000 I.U., by intramuscular injection, once or several times weekly, depending on the patient's response. As much as 50,000 I.U. per week may be required in certain cases. Of course, intramuscular injection results in a practically complete absorption, in contradiction to percutaneous application.

An experiment with a cosmetic hormone cream (containing 7500 I.U. per ounce) was conducted by Curth¹ on women ranging in age from 26 to 65 years. For a period of four weeks the hormone cream was applied to one thigh, and the cream without the hormone to the other thigh every day, preceded by cleansing with soap and

† Reprinted by courtesy of the Journal of the Society of Cosmetic Chemists.

* Vice-president in charge of research, Lehn & Fink Inc., Bloomfield, N.J.

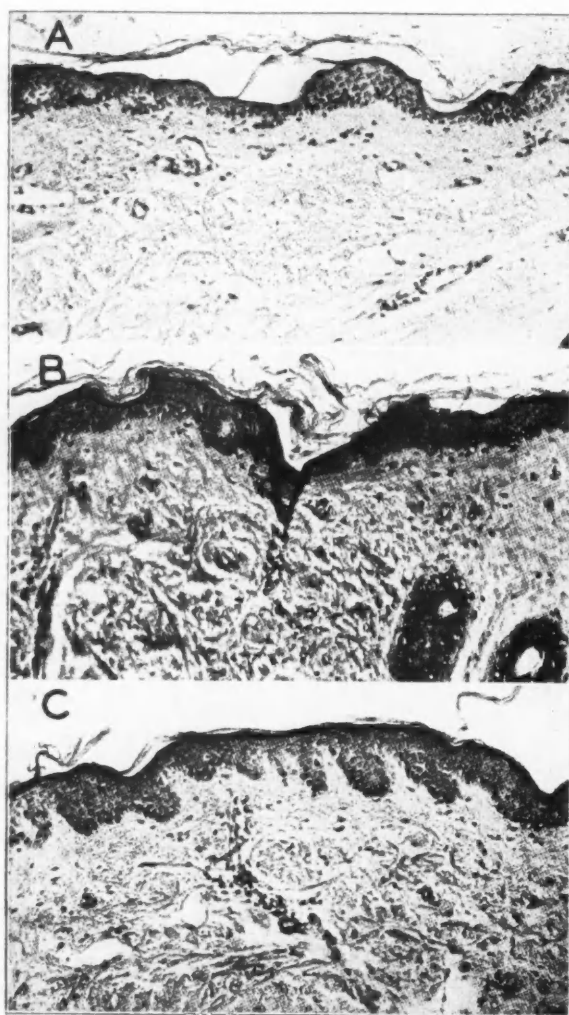


Fig. 1—Average response of senile female skin to continuous application of ointment containing 242 international units of estrogen per gram (7,500 international units per ounce).

A—Biopsy specimen from the skin of the back before treatment. Note the essentially normal epidermis with large, well developed pegs and vesicular cells.

B—Biopsy specimen of the skin of the back after application of an estrogen-free ointment for 30 days. There is thickening of the epidermis, greater cellularity, and slight waviness of the basal cell layer.

C—Biopsy specimen after application of estrogenic ointment for 30 days. Note the increased sizes of the epidermal cells and the pronounced waviness of the basal cell layer, indicating proliferative activity.

Reproduced from the paper by Eller and Eller in the Archives of Dermatology and Syphilology 59, 449 (1949).

water. The subjects did not know which cream contained the hormone principle. At the end of the four week period, biopsies were performed on each of the areas treated.

The most constant finding appeared to be succulence of the epidermal cells in those biopsies which represented the skin treated with the active cream.

Another experiment with the same cream formula was carried out by Traub and coworkers²; as a control, the cream vehicle which did not contain the hormonal substance was used on the opposite side of each subject.

Twenty-five women, ranging between the ages of 35 and 55, were selected for this experiment. They were given the hormone cream to use on the right side of the face, neck and the right hand. The control cream was used on the left side of the face neck and back on the left hand. The subjects used the creams for a period of more than six months continuously. They were under the observation of a number of physicians, and a nurse was in constant charge of the experiment. None of the subjects confused the cream by using it on the wrong side.

At the conclusion of the experiment twenty-four of the patients showed a greater improvement on the hormone treated right hand as compared with that on the left. In one of the cases, no difference could be noted between the two sides. Twenty-three of the women appeared to have improved more decidedly on the hormone-treated right side of the face and neck than on the left. In one, the opposite side appeared to be better. In one case no appreciable difference could be noted between the two sides. There were no untoward local effects whatever observed on the skin, or complained of during the course of the experiment, nor was there any evidence of systemic action, although no special study was undertaken to verify this point.

A comparative histologic study was undertaken using the original sections of skin, one from each hand, removed from the subjects prior to the onset of the experiment, and those from the same subjects at its conclusion. The dermatological interpretation of these findings may be summarized as follows:

1) The original sections conformed to the histologic picture of the skin of the back of woman's hands ranging between the ages of 35 and 55.

2) The final sections, both from the hormone-treated side and the control side showed that the use of the creams did not affect the epidermis.

3) It was possible from the histologic sections to differentiate between the active and the control sides.

4) The active side was recognized by observing various degrees of dilatation of the blood vessels, an increase in simple cellular elements, a greater succulence of the derma, as well as a betterment of the elastic tissue. There appeared to be no essential changes in the basophilic strands when the final sections removed at the conclusion of the experiment were compared with the original sections of the skin.

Gross examination indicated also a tendency toward the diminution of senile pigmentation or freckling.

Moreover, it could be shown by a comparatively simple experiment that skin areas treated with the hormone cream developed a greater avidity for taking up fluids (physiological saline) than the control areas.

In two more recent publications, Goldzieher³ reported upon the topical application of hormone creams to senile skin. He used one preparation assayed at 10,000 I.U. to the ounce, and another one containing the synthetic estrogen diethylstilbestrol (1 milligram per ounce). With biopsies taken from both the treated and untreated areas (of the inner surfaces of the thighs and forearms) he found striking changes following a daily application of the hormone-bearing ointments over a period of six weeks. There was evidence of a regeneration of the surface epithelium. There were also significant changes in the mesoderm; thus the water content of the estrogen-treated

site was greater, the number and size of the capillaries seemed increased, the bundles of collagenous fibers appeared less fragmented and the elastic fibrils were more numerous. No such changes were elicited with the hormone-free ointment base.

It is argued that topical application of estrogens affects the skin to a much greater degree than oral or parenteral administration because by the latter modes of administration substantial amounts are lost for the skin through excretion, through inactivation by the liver, through attraction to the genital and mammary tissues and through dilution by body fluids. In Goldzieher's opinion, the demonstrated absorption and utilization by the skin of topically applied estrogens opens a new field of therapy applicable to skin conditions not only induced by a hormone deficiency, but also to those involving other pathologic changes.

Jaffé⁴ who reported earlier upon the treatment with follicular hormones of dermatoses of ovarian origin, states that the stimulating effect upon the regeneration of the epithelium is in evidence also in the case of a healthy skin. He advocates, therefore, the application of a hormone cream in those cases (of flabbiness, etc.) where its positive action is likely to produce the appearance of a younger skin, owing to an improved skin tone and to an intensified capillary circulation. He indicates his awareness of the temporary character of this procedure by stressing the decline of its effectiveness upon the discontinuance of the application of the hormone cream.

An extensive investigation of hormone creams was carried out by Eller and Eller.⁵ It was found that estrogenic hormone ointments (with 7500 to 15,000 I.U. per ounce of excipient) produced consistent proliferative effects upon the skin epithelium (Fig. 1), the response varying with the age of the subject, the concentration of the estrogen, the duration of the individual application, and the total duration of the treatment; no epithelial response was obtained in the case of young women (20 to 30 years of age) who were free of any symptoms of endocrine dysfunction and who exhibited a fully developed epidermis of normal thickness (Fig. 2).

Definite histological changes were observed in all 19 post-menopausal subjects (aged 51 to 79) whose control biopsies showed senile atrophy with thinning of the epithelium. These changes were:

- a) the cytoplasm tended to increase in volume,
- b) the nuclei increased in size and assumed a rounded rather than ovoid form,
- c) the basal cell layer increased in waviness indicating proliferative activity,
- d) the epidermis gradually increased in thickness, and the epidermal pegs reappeared,
- e) the capillary blood supply became more prominent,
- f) the supportive elastic fibrillar structures became more pronounced,
- g) the elastic tissue and collagen (of the underlying corium) was affected only to a minimal degree.

The changes in the skin's epithelium reached a maximum at some time between thirty and fifty days; this maximum was attained more promptly with the large doses, and with the more prolonged period of contact with the estrogenic material. They were maintained as long as the application was continued; omission of treatment caused reversion to the original atrophic condition.

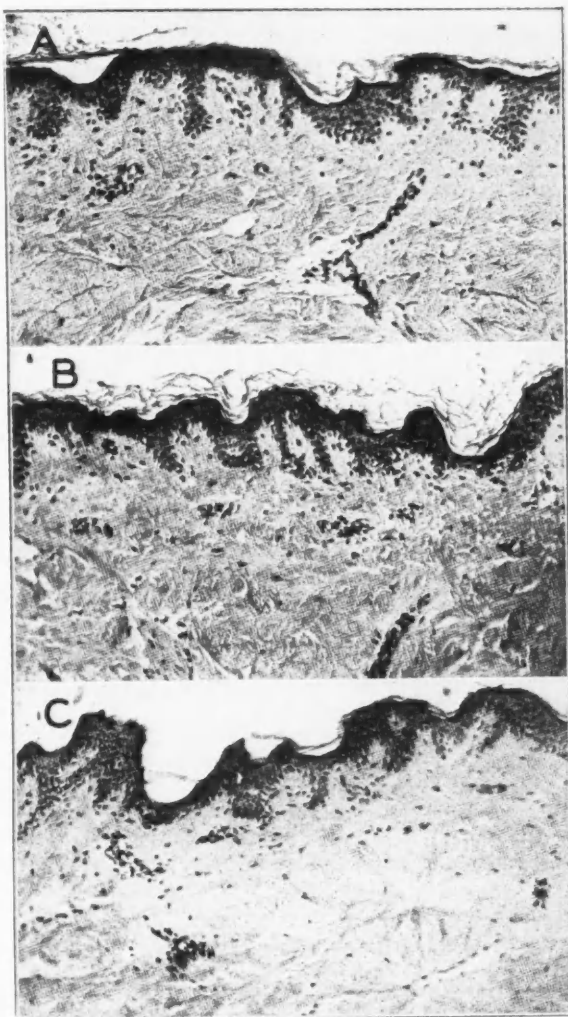


Fig. 2—Absence of response in skin of a young woman.

A—Biopsy specimen from the skin of the back before treatment. Note the essentially normal epidermis with large, well developed pegs and vesicular cells.

B—Biopsy specimen taken after inunction of estrogen-free ointment for sixty days. There is no perceptible change.

C—Biopsy specimen taken after inunction of ointment containing 242 international units of estrogen per gram. There is no difference between this and the control biopsy specimen.

Reproduced from the paper by Eller and Eller in the Archives of Dermatology and Syphilology 59, 449 (1949).

There was a latent period of 10 to 20 days before the appearance of a demonstrable effect.

SUPPLEMENTARY ILLUSTRATIVE DATA

J. Goldzieher⁶ studied the effect upon the senile skin of estrogenic (and androgenic) hormones applied by spraying (in the form of alcohol-ether solutions). While biopsies revealed distinct regenerative changes in the epidermis, his findings are of a lesser relevance to the consideration of the subject matter of this presentation, since the concentrations of the steroids employed were far above the physiologic range.*

By way of supplementary information, reference is made to several selected papers which bear upon the

general problem of local action of estrogenic hormones. It has been known for some time that topical hormone therapy gave excellent results in *kraurosis vulvae* and other regressive conditions of the female genital tract. However, according to Fried and Goldzieher,⁷ estrogenic hormones stimulate also other epithelial structures, such as those of the mucous membranes of the nose and eyes; thus it was shown that the epithelial changes in *keratoconjunctivitis sicca* (Sjögren's disease) are affected favorably by topical estrogen therapy. Mortimer, Wright and Collip⁸, as well as Ruskin⁹, reported spectacular therapeutic results in atrophic rhinitis and ozena of the aged, following topical application of estrogens.

Goldzieher³ found that the effect of estrogens applied topically goes further in the restoration of the physiological function of the epidermal cells, including correction of the abnormal process of keratinization which is characteristic of the senile skin and which accounts for its dryness and scaling. There was also an improvement in the clinical manifestations of these processes, notably in senile pruritus (of both sexes).

A high potency hormone cream was used by Shapiro¹⁰ in treating a number of resistant cases of acne, with promising results. A combination of parenteral, oral and topical modes of administering estrogens was found by Drant¹¹ to be effective in the control of chronic, recalcitrant eruptions of a psoriasis-like character; recurrence of the cutaneous lesions, if treated at their inception, could be checked by topical application of a high potency estrogen cream.

Ziskin¹² found topical estrogen therapy of value in treating certain atrophic changes in the buccal and gingival mucous membranes; Van Minden¹³ used estrogenic hormones successfully in the treatment of chronic desquamative gingivitis.

The action of estrogenic hormones has been observed also on the skin of animals. Working with infantile and senile rats, Kun¹⁴ found an increase in the thickness of both the epidermis and the corium; there was also an increase in the number of the oil glands. The blood vessels appeared dilated and the blood flow intensified. A dilatation of the blood vessels of the corium was observed also by Selye¹⁵ on "rhino" mice, in addition to certain other local effects. The experiments by Reynolds and Foster¹⁶ on the peripheral vascular action of estrogens, as observed in the ear of the ovariectomized rabbit, belong in this chapter.

TOPICAL VERSUS SYSTEMIC ACTION

All these findings indicate the logical need of assuming the existence of a direct action upon the skin of topically applied estrogenic hormones. Since the avidity of the different organs for materials of this type varies (the female genital system having the greatest capacity for attracting estrogen), it is not surprising that the skin may not receive its due share. This observation may be combined with that referred to previously, viz., that a major part of the estrogenic hormone applied percutaneously is not available for those organs which are primarily susceptible to estrogenic medication.

It follows from these considerations that if the hormone dose is below the threshold value for systemic action in the potential case of complete absorption, topical application is bound to result in an entirely local utiliza-

tion, i.e., leaving practically nothing over for any systemic effect. Since the hormone potency of the properly formulated cosmetic hormone cream is of an order of magnitude answering the above description, only a local and no systemic action might be expected.

There is direct evidence in support of the latter contention. Eidelsberg¹⁷ carried out a series of experiments on a cosmetic hormone cream (of 7500 I.U. per ounce of natural estrogenic substance) with the specific purpose of ascertaining the existence of any variations in the estrogen content of the urine, and in the appearance of vaginal smears following the use of such a cream. He employed fourteen subjects who ranged in age from eighteen to fifty-six years. The hormone cream, as well as a hormone-free control cream, were applied nightly for three to four months. At the end of the experiment, no difference was found between the two groups with respect to the over-all pattern of urinary estrogen and of the vaginal smears. From this Eidelsberg concluded that in the amounts used and by the method applied, the estrogenic hormones did not produce any systemic effect.

Eller and Eller⁵ whose work has been referred to previously, also report insignificant variations in the appearance of the vaginal smears of their subjects from which they draw the conclusion that under the conditions of their procedure the absorbed estrogen affects the cutaneous epithelium directly, rather than *via* the systemic route. The postulate as to a direct, local action is borne out also by an *ad hoc* experiment in which the hormone cream was applied to one thigh, and the hormone-free excipient to the other; regeneration and thickening of the epidermis took place only in the former instance. (Fig. 3).

Davis,¹⁸ too, is convinced that a cosmetic hormone cream containing around 7500 to 10,000 I.U. per ounce of estrone is unlikely to exert systemic action in view of the fact that the amount of estrogen absorbed by the skin is far below the level required to produce such an effect.

Of course, where the estrogen potency employed is substantially higher (as, e.g. in the several instances mentioned in the chapter headed "Supplementary Illustrative Data") the probability of combined topical and systemic effects must be considered. In such cases, however, the pertinent formulations are no longer of a cosmetic character; instead they assume therapeutic functions in connection with the treatment of the particular pathological conditions involved.

Parenthetically, it might be added at this point that even though the topical application of estrogens produces spectacular results in a number of instances, there exists a valid physiological and embryological reason for this phenomenon since the several varieties of tissue susceptible to the action of estrogens have the same embryonic derivation. Thus, while the vaginal mucosa or the endometrium is affected causally by estrogens it must be kept in mind that the skin represents but another developmental form of the same basic embryonic tissue. Another causal connection between estrogenic hormone action and skin condition is evident from the frequent occurrence of atrophic skin changes during the menopause.

Occasionally one encounters in the literature warnings as to the potentially carcinogenic action of estrogenic

hormones. Their origin appears to stem from the experiments of Lacassagne¹⁹ who showed that the administration of estrogenic hormones to young male mice from a cancer susceptible strain, increased the rate of cancer incidence in later life, as compared with the spontaneous cancer incidence of the controls. In the case of mice free from susceptibility to spontaneous mammary tumors, the treatment did not produce such a reaction. Incidentally, in order to produce this phenomenon, Lacassagne had to employ doses which are many times higher than would correspond to those administered in the most intensive estrogen therapy, let alone in cosmetic usage.

ARE HORMONE COSMETICS DANGEROUS?

The following random quotations are given in further reference to this matter.

Shorr²⁰ "Analysis of the data leads to the conclusion that no evidence exists that estrogenic hormones, given in physiological doses, have led to the development of carcinoma in man.

Geist and Salmon²¹: "It is obviously impossible in human beings to administer the huge doses of estrogens over the long periods of time that would justify comparison with the experimental production of carcinoma in rodents. However, the conclusion seems warranted, on the basis of these studies, that, within the limits of the dosage used in this investigation (up to 53,400,000 I.U.) there appears no evidence to justify the fear that carcinoma of the genital tract may result from the therapeutic use of estrogens."

Hawkinson²²: "It is true that carcinoma can be produced in susceptible animals with estrogen. This would seem significant were it not for the fact that the work has been done chiefly in the rodent, with relatively huge doses, and with animals having a high hereditary tendency to the development of carcinoma."

Emge²³: "Evidence is accumulating to prove that the action of estrogenic hormones is controlled by definite biological patterns, and that their cancer-provoking faculty in small laboratory animals is strictly limited by hereditary tendencies. . . . We are not convinced, because estrogen favors spontaneous mammary cancer in mice highly susceptible to this malignancy, that other species of mammalia are likewise affected."

Goldzieher⁸: "Warnings against the application of estrogens to the skin, lest they stimulate latent carcinogenic tendencies, are speculative, and not based on solidly established evidence. As a matter of fact, senile hyperkeratosis, including the pigmented variety, has been classified with the precancerous lesions of the skin, yet it is favorably influenced by estrogens and may completely regress in the course of prolonged topical application."

Dodds²⁴: "(Lacassagne's results) do not constitute a contraindication to the clinical use of estrogens, since the doses given to human beings are fractional compared with those administered by Lacassagne to mice."

Eller and Eller:⁵ "Particular attention was paid to the cytologic character of the epidermal cells of the patients showing a response to estrogen. It can be stated unequivocally that no abnormalities were observed. There was no increase in the number of mitoses, or any suggestion of changes other than those of simple regeneration."

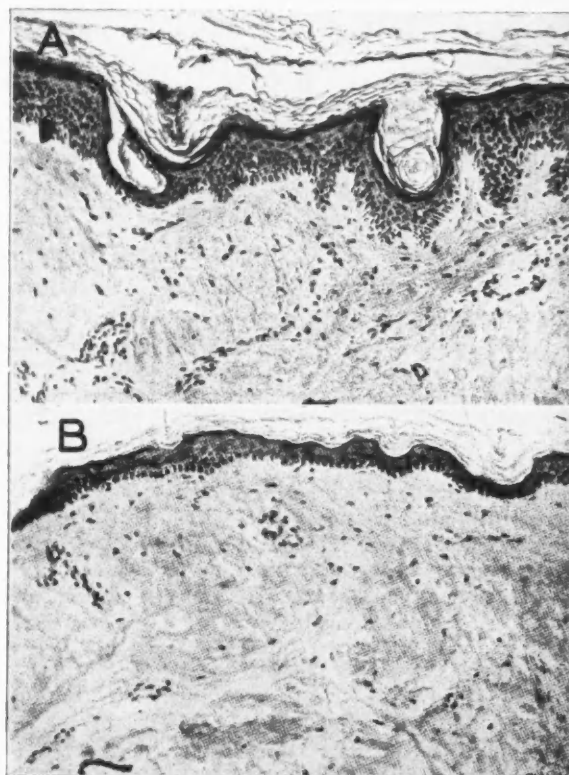


Fig. 3—Absence of a generalized cutaneous effect of topically applied estrogen.

A—Anterior surface of thigh after inunction of 484 international units of estrogen per gram. Regeneration and thickening of the epidermis have taken place.

B—Skin of opposite thigh after inunction with estrogen-free ointment only. There is no perceptible change, showing that neither estrogen-free ointment nor topically absorbed estrogen has any generalized cutaneous effect.

Reproduced from the paper by Eller and Eller in the Archives of Dermatology and Syphilology 59, 449 (1949).

Davis¹⁸: "An estrogen becomes a carcinogenic factor only when used on a strain of mice that have a strong hereditary tendency toward the formation of cancer."

Mazer and Israel²⁵: "The authors have observed the development of uterine cancer in only 2 of 1000 climacteric women who had received as much as 10,000 rat units of estrogen every fourth day for periods varying from six months to two years. According to the law of averages, more of these patients will eventually develop breast or uterine cancer, but its relationship to estrogen treatment of two or more years previously would be more than doubtful."

Dunbar²⁶: "There has been a considerable amount of work on the carcinogenic properties of these materials. In highly susceptible strains of rats under very special conditions the administration of the estrogens has apparently produced carcinoma, but with ordinary laboratory animals and in all studies so far on human beings there is no evidence whatsoever that these products are carcinogenic. . . . We have investigated the files of a number of firms producing these products searching for evidence of injuries. We have not found such evidence."

The latter reference deserves particular attention since it is based upon information gathered by the Food and Drug Administration.

It should be noted, in this connection, that no quantity of estrogen administered for therapeutic purposes can produce a concentration in the blood stream comparable to that during the second half of gestation. As shown by Salter, Humm and Oesterling,²⁷ also by Jailer²⁸, the excretion of natural estrogen in the urine of the normal female, at its peak, amounts to an estrone equivalent of 600 to 1000 I.U. daily. (Between the peaks the variation is from 50 to 200 I. U. daily.) Nevertheless uterine and mammary carcinomas do not occur in childbearing women more often than in nulliparous women of the same age and hereditary background.

In any case, because of the great difference in the comparative sizes of dosage, it is hardly admissible to consider the relevance of the carcinogenic aspects of estrogenic hormone therapy to the cosmetic application of these materials. The cosmetically applied "dose" of a correctly formulated hormone cream is but a fraction of the "therapeutic" dose; whereas the latter is administered to produce systemic action, affecting particularly the functioning of the feminine gonadal apparatus, the former almost surely is without any systemic action, its effect being topical and restricted to the skin. In this latter connection reference may be made to a statement by Schwartz²⁹ to the effect that "the Section of Dermatoses Investigations of the U.S. Public Health Service has no record of skin damage resulting from the use of hormone creams."

Cosmetic hormone preparations have been on the market for over thirteen years during which time millions of jars have been used by the consuming public. There is no published or other medical record as to any harmful results attributed to the use of properly compounded hormone cosmetics.

REGULATORY ASPECTS

There exists no federal, state or municipal regulation or ordinance prohibiting the sale of hormone cosmetics. True, there have been several instances of some restraining action being considered; however, upon investigation of the pertinent evidence, such action was either dropped directly or it resulted in some form of amended procedure. Thus the New York State Board of Health which, some time ago, had started to restrict the sale of hormone creams, dropped its action to this effect. The states of Virginia, Kentucky and Massachusetts rescinded their proposed restrictive regulations upon review of the facts involved. Perhaps the most publicized case is that of the State of Louisiana which terminated with the promulgation of the following regulation:

"No cosmetic or beauty preparation containing as one of its ingredients estrogenic hormone, or any of its derivatives, or any synthetic chemical product possessing be manufactured, processed, packed, sold, or distributed properties similar to those of estrogenic hormone, may in Louisiana unless its label bears adequate directions for use and a statement of the quantity, in units, of such products."

As to the labeling of hormone cosmetics, it must be borne in mind that their mode of action is such as to make them fall in the category of drugs (in addition to that of cosmetics) within the definition of the term "drug" given by the Federal Food, Drug and Cosmetic Act. This classification calls (among other things required by this statute) for a statement of the active in-

gredients upon the "labeling" of the hormone bearing product. If the latter is to be sold in a state or a country having special labeling or selling requirements, due cognizance must be taken of them before placing the product on the respective market.

CONCLUSION

While there are some differences of opinion as to the exact *modus operandi* of the topical action of estrogenic hormone cosmetics, it appears to be well established that their positive effect is one of improving the appearance of the aging skin, and that this effect is produced by a local rather than by a systemic action.

Evaluation of pertinent data does not disclose any health risk attaching to the regular use of properly formulated cosmetic hormone preparations.

Hormone preparations with a potency of 7500 to 10,000 I.U. per ounce produce satisfactory cosmetic results. The use of preparations with higher hormone potencies for cosmetic purposes appears to be neither necessary nor justified at this time.

*Comparatively high concentrations of estrogenic and androgenic hormones (estradiol benzoate and testosterone propionate) were employed by Chieff³⁰ who compared the effects of their local and parenteral administration upon the elastic properties of senile skin by means of Schade's elastometer as adapted previously by Kirk and Koornig.³¹ Chieff found that massage of the skin of females with estrogen in olive oil resulted in an improvement of the elastic properties of the skin as shown by a return towards a more youthful type of curae. Parenteral estrogen produced no change. The elasticity curae of the males were not improved either by parenteral of topical administration of androgens.

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The Task of Research

IT may still be possible to sell a bad product—once. But neither sales promotion nor advertising can make a continued success of any product that fails to perform or stops improving. In an age of science business must depend upon scientific knowledge—to find new products, to improve products that already exist. This is the task of research. Whether a product is a chemical or a motor car it must meet the needs of the buyer—it must meet competition at a price.

Bright Outlook for Cosmetics

Industry on threshold of its greatest growth Charles A. Pennock tells members at 15th annual T. G. A. convention . . . Panel discussions liked . . . Sound merchandising stressed



A MORE intimate, a more human and perhaps a more effective way of bringing the work done by the Toilet Goods Association home to its members was adopted at the fifteenth annual meeting in the Waldorf Astoria hotel New York, N.Y. May 16, 17 and 18 when the innovation of a panel of the association's staff to answer questions was introduced.

The innovation proved to be popular and if the reception accorded the idea at this meeting is evidence of its value it is likely to be continued in future meetings. Relevant questions were asked from the floor which received direct and informative answers by members of the staff.

S. L. Mayham, executive vice president reaffirmed the position taken by the association that the cosmetic industry is better equipped to educate physicians as to possible harmful results from the use of cosmetics than the committee on cosmetics of the American Medical Association. He also cautioned members not to be alarmed over the reorganization of the Federal Trade Commission. (The subject is treated in this issue in a dispatch from Arnold Kruckman under Washington Panorama.) Hugo Mock, counsel for the association, later declared that the members of the commission are disposed to cooperate with the industry and not attempt to over regulate it. Some of the highlights are briefly given in the following paragraphs.

A demand for some form of guaranteed annual wage is bound to come within the next two years according to John P. Currie, labor relations consultant who has been studying personnel relations and trends in the labor field carefully. Before that, however, a minimum wage is on the government schedule; and the Department of Labor is to begin hearings within a month on a minimum wage for the toilet goods industry.

Naturally the Toilet Goods Association will be called on to testify and to arm it with facts Mr. Currie urged all, large and small, to supply the information requested by the association for its wage survey which will form the basis of its testimony.

If the excise tax on cosmetics is not repealed this

year, F. Weaver Myers, Washington counsel, felt that it would become a permanent tax.

Hugo Mock, counsel for the association emphasized that the right of a manufacturer to select his customers was deeply rooted and not likely to be changed. In discussing trade marks he pointed out that under the Lanham Act a mark is protected throughout the United States even though it is registered in only a few states.

Any manufacturer he pointed out may appoint exclusive sales agents in various parts of the country provided he does not prohibit such an agent from selling the goods of a competitor if the agent should desire to do so.

H. D. Goulden, director of Scientific Research and Standards, pointed out that a deodorant is a drug if it inhibits perspiration but if not it may properly be labeled a cosmetic. It must be labeled as a drug if it contains an anti perspirant. Much care should be taken he pointed out on research and presale testing of new cosmetics.

New Officers

Newly elected officers are:

President, Joseph Keho

Vice Presidents: John A. Ewald, Davis Factor, Jean Despres, and H. J. Lehman.

Secretary, William F. Denney, Jr.

Treasurer, Philip Smith

Directors: Clifford M. Baker, Philip Blazer, Ralph P. Lewis, Frederick J. Lueders, Roy L. Murphey, Richard Salomon, L. B. Whitehouse, C. A. Mooney, A. E. Johnston, J. I. Poses, Guy Rocherolle, Lessing Kole, Oscar Kolin, F. N. Langlois, J. H. McShane, Wrisley B. Oleson, G. A. Pfeiffer, Martin Revson, Cecil Smith and Northam Warren. Honorary members of the directorate are: H. L. Brooks, chairman; Paul Vallee, treasurer; H. Gregory Thomas and E. B. Hurlburt.

The staff officers are:

Executive vice president, S. L. Mayham

Director of Scientific Research and Standards, H. D.



I. R. Hollenberg delivers his dissertation on the formulation of cold wave preparations at the Scientific Section meeting.



J. H. Majesky and Philip Blazer in a joyful mood after comparing notes on business prospects for the balance of 1950.

Goulden; Counsel, Hugo Mock; Associate Counsel, Gail S. Selig; Assistant Secretary, Henry Etsch.

John L. Harvey, director of regulatory management of the F. D. A. read a paper on toilet goods and the law and Robert E. Freer, former member of the Federal Trade Commission spoke on the reorganization of the Federal Trade Commission. Not many questions were asked.

On Threshold of Greatest Growth

Many people in the United States do not know that cosmetics have moved out of the luxury class into staple necessities of our every day life and have no conception of the dynamic development of the industry into a major factor of our national economy Charles A. Pennock, president, pointed out in his stimulating address. "All of us in the industry have a serious obligation to make the public more cosmetic conscious," he said.

"Right now we are on the threshold of our greatest growth. We have only scratched the surface, considering all factors—our national wealth and income, the wide distribution of this income, the growing population, the greater leisure time—and hence the greater opportunity for social activities. Our per capita consumption of cosmetics is much too low."



Eugene Barton calmly surveys the registration group while Joseph Leshin and Victor Marquis find other interests.

Selling forces was the theme of the paper read by Donald M. Hobart, director of research of the Curtis Publishing Co., at the merchandising panel. Points made by him were:

1. Study the product from the standpoint of the consumer as to design, styling, packaging, price, performance and quality. Only by having a quality product styled, packaged and priced right for a market can you hope to reach your future sales objectives.

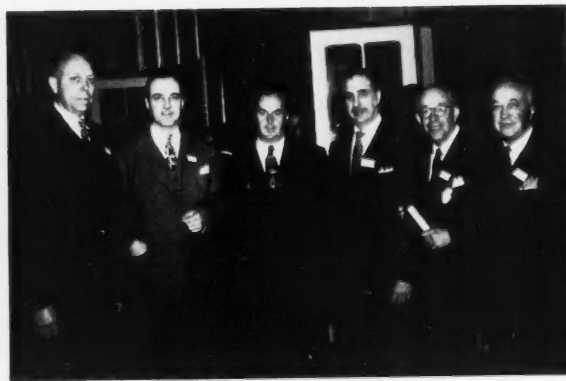
2. Analyze markets. You must know who makes up the market, where they live, what they need and want, what they will pay, when and how often they can be sold.

3. Plan efficient distribution. You must know where the profitable outlets are located.

4. Organize and train an adequate sales organization.

5. Develop strong advertising and merchandising plans. The primary function of merchandising is to move the product toward the customer: the primary function of advertising is to move the customer toward the product. We must never lose sight of the fact that the two prime essentials of successful selling are quality of product at one end of the selling line and consumer knowledge at the other.

European tourists who return to the United States



W. E. Rogers, Henry K. Jarrett, Albert J. Bradley, Henri Coutinho, Walter and Nathan Fretz have a chat together.



Left: Adam Gimbel pauses to emphasize a point on selling. Center: Orchids to the Convention Committee for good work: top row: J. W. Thayer, Karl Voss (chairman), Philip E. Haebler, Edward D. Russel, center row: Walter S. Nuckols, K. W. Tracy, Paul E. Forsman, bottom row: Lamson M. Scovill, A. R. Ludlow Jr. (treasurer), and Michael Lemmermeyer. Right: Phyllis Carter talks on the use of solid fatty acids.

with large amounts of perfume of a type made in this country will be prevented from bringing in more than one bottle of perfume after August 1 under the amendment to Rule E of the Customs Bureau based on Section 526 of the tariff act of 1930. In the recent past twice as much perfume has been brought into the United States by returning travelers as was delivered through normal trade channels, Adam Gimbel, president of Saks-Fifth Avenue and director of the Gimbel department stores, reported.

Mr. Gimbel also pointed out that cosmetics are some of the largest profit items in his and other stores and that consequently retail outlets are anxious to cooperate with manufacturers in anything that will promote sales.

Self-Service a Threat

Mr. Gimbel acknowledged the threat to normal outlets of self-service stores which he called "vending machines." He emphasized that these stores could not create demand for goods because they lack personal selling facilities.

Demonstrators in stores are not doing all that they could, he continued. He said that these salespeople should be stylists, and establish the same intimate contact with consumers as do hairdressers and clothing fitters, rather than merely push a particular item that a manufacturer is anxious to move. He emphasized that cosmetic demonstrators should be able to advise customers on what was best for them without prejudice, and that doing so would lead to larger sales by all manufacturers.

Pointing out that cosmetics, exclusive of gifts are a fashion item he said that toilet products lose dignity if merchandised on a price basis or on a two-for-one level.

In conclusion, Mr. Gimbel urged all manufacturers to keep up the quality of their products because any product of poor quality hurts the whole industry.

Simplification of Lines

Simplification of the number of items in a cosmetic line, simplification in sizes and shades etc., of many cosmetic lines would help in the problem of distribution

according to Charles C. Caruso, vice president of Schieffelin & Co.

Christopher W. Browne explained in detail why no Welch award for an outstanding package was made this year; and added some relevant comments on the subject of packaging cosmetics.

Good Scientific Papers Read

Under the direction of Dr. Paul Lauffer the two sessions of the Scientific Section brought out some interesting discussions following the reading of eight papers.

I. R. Hollenberg discussed the formulation of cold wave preparations. The cold wave started as a war baby and was introduced initially for use only in the beauty salon. After the war the home permanent kit was developed. Mr. Hollenberg covered the physicochemical aspects of the cold wave and dealt with intricate formulation procedures. He also analyzed present trends in formulations from the standpoint of future developments.

Lila F. Knudsen read a paper on "Some Applications of Statistical Methods to Biological Problems in the Testing of Cosmetics."

A new sunscreen compound was discussed fully and ably in a paper "Physical, Pharmacological and Dermatological Studies on a Sunscreen" by Lloyd W. Hazleton, Dr. John Groopman and Edward P. Morrish. Chemical and physical tests indicated that the sunscreen material is stable, compatible with cosmetic formulations, resistant to discoloration and deterioration and will withstand air and water exposure.

The ultraviolet absorption characteristics were shown to be such as to remove the harmful wavelengths while passing those essential for the development of an attractive tan. It was also shown to be almost nontoxic to animals, and not sensitizing to the human skin after repeated applications.

W. L. Griffin and Phyllis J. Carter presented a paper on "Solid Fatty Acids in Cosmetics." In it was shown that the composition of a solid fatty acid, the proportion of palmitic, stearic and oleic acids, is an important factor in deciding the properties of any cosmetic cream in which the acid is the principal ingredient. Other



Directors of the Fragrance Foundation who have planned useful work to increase the sale of fragrance products: H. Gregory Thomas, Pierre Harang, treasurer; J. S. Wiedhopf, honorary member; Oscar Kolin, president and Arnold L. van Ameringen.

papers read were: "An Appraisal of the Various Methods Used in Caries Control" by J. F. O'Donnell, R. G. Kesel, E. R. Kirch and E. C. Wach.; "The Control of Dental Caries by Means of Oral Hygiene" by Prof. L. S. Fosdick; "The Development of Olfactory Preferences" by Dr. Dean Foster; and "Some Illustrative Phases of Biological Research in Cosmeticology" by Dr. John A. Killian.

Most Important Link in Selling Chain

The most valuable link in the chain of distribution can be measured by three feet—the three feet between the sales person and the ultimate consumer while the sound selling is done. J. S. Wiedhopf, president of the Fragrance Foundation stated in his report at the meeting of the Foundation. "The trouble shooters in that all important three foot area are the sales people," he added, "and we propose to keep them well supplied with ammunition and know-how by way of important Counter Points." (Counter Points is a monthly bulletin sent with a letter signed by the Trade Relations Committee to buyers of nearly 500 retailers throughout the country. The purpose of the service is to help retailers make every customer a repeat customer.) Of the 1950 budget, 15 per cent is to be appropriated for educational work and 85 per cent to publicity directly to the consuming public.

The estimated total retail sale of fragrance products is \$150,000,000 Mr. Wiedhopf reported. To carry on its work the Foundation is seeking to raise \$50,000 as a yearly fund; and hopes ultimately to obtain \$500,000 annually for its work.

Mrs. Miriam Gibson French reported that the Foundation had sought through its general publicity work to reach a circulation of 236,587,147 but actually reached 838,000,000 through various publicity media. Moreover through cooperation with the Toilet Goods Manufacturers Association of Canada the publicity work is being carried into the Dominion without cost to the Foundation.

Among the speakers who followed with tangible suggestions to make the work of the Foundation more effective were A. L. van Ameringen, J. I. Poses, Richard

Salomon and Oscar Kolin. Mr. Salomon had an interesting idea to carry on the educational work in communities of under 100,000 population, which, whether he was aware of it or not, employed a favorite device of a well trained publicity expert.

At the meeting approval was expressed generally of the objectives of the Foundation; but at the luncheon tables and in informal conversations some doubt was expressed as to whether the publicity sent out was of the best nature to accomplish the much desired purpose. It was pointed out that despite the widespread circulation of the publicity material, actual sales of fragrance products had declined while sales of cosmetics generally had increased. Mr. van Ameringen likened the work of the Foundation to the building of a skyscraper. First there is a hole and in this hole a foundation is built which supports the towering structure which gradually rises above it.

Orchids for Convention Committee

The Convention Committee did a splendid job. Registration was facilitated by advance work and everything moved promptly and efficiently. A resolution of thanks was passed by the association in appreciation of the good work of the committee which was composed of: Karl Voss, chairman; A. R. Ludlow Jr., treasurer; Paul E. Forsman, Philip E. Haebler, Michael Lemmermeyer, Walter S. Nuckols, Edward D. Russell, Lamson M. Scovill, J. W. Thayer and K. W. Tracy.

Higdon Philosophy

THE retailer is a busy man. He hasn't the time, even if he has the inclination, to talk up the merits of each item he stocks and sells. He is inclined to follow the lines of least sales resistance—that is, push the lines that push themselves—*Phoenix Flame*.

Work is something that when we have it we wish we didn't; when we don't have it we wish we did, and the object of most of it is to be able to afford not to do any some day.—*Phoenix Flame*.

Doctors to Work With S. C. C.

*Closer cooperation between medical profession and cosmetic industry
presaged by honorary membership conferred on Dr. Austin Smith by
Society of Cosmetic Chemists . . . Scientific papers read at meeting*



A STEP towards closer cooperation on a professional and scientific level between the cosmetic industry and the medical profession was taken May 19 at the semi-annual meeting of the Society of Cosmetic Chemists when an honorary membership in the Society of Cosmetic Chemists was conferred on Dr. Austin Smith, editor of the *Journal of the American Medical Association*. The well attended meeting was held at the Savoy Plaza hotel, New York.

Since the Society of Cosmetic Chemists represents a group of professional people whose interests in cosmetics is of a scientific and technical character it was felt that Dr. Smith should be a member of the Society as this would enable him and the Society to get together in the consideration of relevant problems of mutual interest. The presentation was made by Dr. Thomas Rider, president of the Society and director of research for Lever Bros. Co. following an award address by Dr. Howard Behrman, assistant professor of clinical dermatology at New York University College of Medicine. By becoming an honorary member Dr. Smith joins the other honorary member, Dr. Dan Dahle, who was selected at the time of his association with the Food and Drug Administration.

A resume of the scientific papers presented at the meeting follows.

Manufacture of Cetyl Alcohol

A new method of manufacturing cetyl alcohol was described by Dr. Olga N. Jitkow of the Verley Chemical Co. It was shown that the best grade of cetyl alcohol is formed by the saponification of spermaceti usually using one of the following commercial procedures: hydrolysis of wax with solid potassium hydroxide, sodium hydroxide, or calcium oxide; hydrolysis in a solvent medium such as water or an alcohol followed by either distillation or extraction of cetyl al-

cohol; reduction of spermaceti with metallic sodium in alcohol. Another method is to hydrogenate, catalytically, palm oil, palmitic acid, or its esters under high pressure and temperature but cetyl alcohol thus obtained is of an inferior quality and not recommended for cosmetics.

Simple Method of Saponification

A simple method was discovered wherein the saponification of spermaceti was carried out in ethylene glycol. A stainless steel still, provided with mechanical agitation, was charged with ethylene glycol. Potassium hydroxide was dissolved in it followed by the introduction of the wax. Heat was applied, and the glycol was distilled off at atmospheric pressure, during which time all the spermaceti was completely converted. Vacuum was then applied to the still and the distillate was chilled and pressed yielding the theoretical amount of pure cetyl alcohol. The entire process was carried out in a few hours.

The advantages of this method are: no foaming, fast and complete saponification due to the high boiling solvent; no side reactions occurring during the process; full recovery of cetyl alcohol which is of a grade better than 99 per cent pure; simplicity of operations and equipment used. Furthermore, the soap left as a by-product has excellent lathering qualities equal to those of a good grade of toilet soap.

Antiperspirant Actions

Experimental studies of antiperspirant actions made by Dr. John A. Killian formed the theme of an interesting paper which he presented. The objective centered around technics which have been used in investigations of antiperspirant actions of aqueous solutions of compounds classified generally as astringents. As used in the discussion the term antiperspirant had



President Thomas Rider presents honorary membership award to Dr. Austin Smith

a twofold meaning: viz., (a) retardation of the rate of excretion of sweat by the skin and (b) inhibition of development of offensive perspiratory odors.

The report, renewed several series of both in vitro tests and of experimental studies on animals and human subjects. In vitro tests were undertaken for purposes of appraising the direct actions of astringents upon isolated sections of skin. Results of the in vitro tests were correlated with the findings in histochemical examinations of areas of skin to which repeated applications of aqueous solutions of the astringents had been made during test periods of varying lengths of time.

The major part of the report was devoted to discussions of experimental procedures adapted to quantitative measurements of rates of excretion of sweat in the axillas of human subjects. Results of several series of experimental studies were presented for purposes of demonstrating—(a) comparative rates of excretion of

sweat in the two axillas of subjects in response to different types of stimulation, (b) intrinsic and extrinsic forces influencing rates of excretion of sweat in axillas, (c) quantitative differentiations of sensible from insensible perspiration and (d) quantitative evaluations of antiperspirant actions.

Capacities of astringents as deodorants are related primarily to their antibacterial actions on skin and, secondarily, to their retardations of rates of excretion of sweat.

Evaluation of Antiperspirants

A method for the comparative evaluation of antiperspirants by Dr. Earl L. Richardson and B. V. Meigs of the Research and Development Department of the Colgate-Palmolive-Peet Co. proved to be timely and informative. The method was as follows: A stream of dried air is drawn under vacuum at low speed (1-2 liters/minute) through a stainless steel cup snugly covering a limited skin area and is passed through a tared U-tube containing anhydrous calcium sulfate whereby the perspiration moisture picked up may be collected and weighed. The work was done on the inner surface of the forearm for working convenience and other reasons. The apparatus are used in pairs for simultaneous measurements on both forearms.

Preliminary measurements are made to establish that the subject's two arms perspire equally. A test material is then applied daily to one arm. The other being untreated, and daily measurements of the two arms are made after the subject has stayed 30-45 minutes in a room at 105-110° F. to initiate thermal sweating. To compare two antiperspirants two groups of subjects are used, each group using one of the antiperspirants. An average "per cent Effect" for each group may be calculated daily from the individual measurements. From these data a fair comparison of the two antiperspirants for effectiveness with prolonged use may be made.

Plotted data are shown for individual subjects using an effective and an ineffective antiperspirant, as well



Notables at the big meeting: Robert A. Kramer, Dr. E. G. Klarmann, Maison G. deNavarre, Dr. Thomas Rider, Dr. Austin Smith, Dr. Dan Dahle, Dr. Saul D. Gershon, Dr. E. G. McDonough and Dr. Raymond E. Reed. Various gatherings of this sort added much to the interest of the meeting as numerous matters brought to light by the papers were discussed informally

as the grouped "per cent Effect" results for a group of subjects using the effective material and a group using the ineffective material.

A correlation is also shown between the average amount of perspiration from the untreated arms of eleven subjects and average daily temperature over approximately one month.

Bleaching Creams

The scientific background of bleaching creams was explained in an interesting paper by D. F. Nealon of the National Toilet Co.

Approximately fifty years ago, ammoniated mercury ointments were first marketed as proprietary products under the name of bleaching creams and freckle creams. Justified and unjustified claims were made by some manufacturers. Justified and unjustified criticisms were directed against the products. This confusing condition continued in varying degree until the manufacturers of bleaching creams united and formed the External Products Research Institute. Investigations in the fields of pigmentation, dermatology, radiology, pathology and pharmacology were made by the best available men in these respective departments. Investigations in recording and measuring the skin lightening properties of these products were made. These and related studies firmly established the scientific background of bleaching creams with the result that some advertising claims were modified and some were strengthened. At the same time unwarranted and derogatory references to these products were reduced in number and in strength. The result is a happier and healthier condition for all concerned. Continued investigations in the field of hydrophilic ammoniated mercury ointments have developed several products of great interest.

Carragheenins and Carragheenates

Dr. V. C. Le Gloahec of the Algin Corp. of America discussed the increasing use of carragheenins and of seaweed extracts generally. A review of the early uses of these colloids from seaweed (phycocolloids) was pre-



Mrs. Samuel Iserman and Irvin S. Zeluff of Van Dyk & Co. were among those present



One of the numerous group discussions. John S. Brace, Hans Wagner, Dr Victor Fourman, J. Wetterhahn, A. J. Dillinger and T. G. Ketashi gather informally to compare notes

sented, followed by a discussion of the chemical composition of carragheenins.

Physical Properties of Carragheenins

The physical properties of carragheenins solutions are influenced by the degree of polymerization in the carragheenic acid molecule. Study of the various salts of carragheenic acid has shown that each of them has physical properties of its own, different from those of carragheenins which is a mixture of salts. Data was presented comparing the properties of solutions of carragheenins and sodium carragheenate having the same degree of polymerization.

It is concluded that individual carragheenates may be suitable for many uses in which carragheenins does not provide uniform or adequate results.

Therapeutic Dentifrice Studies

The possibility that dental caries may be limited by using a dentifrice with incorporated therapeutic agents has recently received careful consideration Dr. Joseph F. Volker of the University of Alabama School of Dentistry reported. Unfortunately, controlled clinical studies in humans are both time consuming and expensive. In many instances, substances which give promise of being effective by "in vitro" tests are impotent under "in vivo" conditions.

Only a limited number of experimental animals possess dentitions with morphological characteristics similar to humans and even fewer will ingest diets roughly comparable to those of man. Included in this group is the Syrian hamster. This animal has one incisor and three molars in each quadrant of the mouth. Caries may be initiated by the inclusion in the diet of appreciable quantities of starch, sucrose and dextrose. The distribution of carious lesions on the molar teeth is roughly that of man, occurring on the occlusal and proximal surfaces and the pits and fissures of the buccal and lingual surfaces. Several locally acting agents, including fluoride and penicillin, which have been shown to inhibit human caries, have a similar effectiveness in the hamster.

A limited number of experimental dentifrices have been tested under laboratory conditions. For this purpose a toothbrush made by modifying a cosmetic eyelash brush has been used. The quantity of dentifrice applied can be controlled by measurement in a gradu-

ated glass syringe. In general, the animals are placed on the experimental regime about the thirtieth day after birth and maintained for periods of sixty to ninety days. An increasing use of these techniques by dentifrice manufacturers was predicted.

Solubilization—Theory and Practice

The solubility of substances only sparingly soluble in water or non aqueous solvents is greatly increased by the addition of appropriate surface active agents. Dr. Joseph M. Lambert of the General Aniline & Film Corp. pointed out in his interesting paper on solubilization. A large variety of phenomena involving this effect, summarily called solubilization, have been studied intensively during the past ten years at a number of university and industrial laboratories. The academic research in this field has been primarily directed towards the exploration of the colloidal structure of soap and detergent solutions. The quantitative data which have become available furnished valuable information on the critical concentration of micelle formation and the micellar structure of colloidal solutions.

Two Types of Solubilization

The results obtained for a variety of systems including polar and non-polar materials indicate that there are at least two types of solubilization. The anomalous behavior of certain mixtures and the possibility of utilizing synergistic affects occurring in complex systems was discussed. Reference was made to dye solubilization tests originally developed by J. W. McBain, et al. which were modified and have been used for classifying surface active agents. In conclusion, some suggestions were offered for possibly extending solubilization studies to systems of practical importance in the field of cosmetics.

Classification of Keratins

Dr. Richard J. Block of the Department of Biochemistry of the New York Medical College, Flower and Fifth Avenue Hospitals, New York, discussed the chemical classification of keratins.

Keratins have been classified into two main groups, the one is called eukeratin or hard keratin; the other pseudokeratin or soft keratin. The eukeratins are proteins which are insoluble in dilute acids and alkalies, in water and in organic solvents and are resistant to digestion by proteolytic enzymes. They yield on acid hydrolysis histidine, lysine and arginine in molecular ratios of approximately 1:3:10. Hair, nails, and the protein of tooth enamel are eukeratins.

The pseudokeratins have approximately the same solubility properties as the eukeratins but they are less resistant to digestion by proteolytic enzymes and do not contain histidine, lysine, and arginine in molecular ratios of approximately 1:3:10.

Dandruff Investigated

Human dandruff has been investigated for its amino acid composition by means of paper chromatography. On the basis of amino acid composition, it appears to contain more cystine than human skin but less than hair.

Two Responsibilities

THERE are two essential responsibilities of the toilet goods manufacturer. These responsibilities must be assumed before the articles are introduced into interstate commerce. First, it is clearly the manufacturer's obligation to the public to determine by every means at his disposal that the components of the article he sells are safe for the use that he intends and that the combination of the components which make up the article is adequately tested and will not cause injury when used as directed when as many may be reasonably customary or usual. Fairly speaking, this responsibility imposes upon somebody an adequate pre-testing of the components of the cosmetic or drug by laboratory means and by clinical or animal testing when necessary. It also imposes the responsibility for testing products and for maintaining adequate batch control over manufacture to insure that the finished product will be safe.

After the question of safety has been resolved there is the question of claims that can honestly be made. The manufacturer has the responsibility of limiting his claims for usefulness to those that can be substantiated. Sound scientific testing is a basis upon which claims can be justified. Assumptions are costly and dangerous. It is imprudent to rely upon many statements that appear in medical and other scientific literature. If they are true with respect to a given product they can be verified by test—under controls which guard against false conclusions.

I am fully aware that only occasional injuries caused by cosmetics are now being reported and that in many instances those injuries that are reported are marked off as allergic reactions. Assuredly the safety in general of cosmetic and drug preparations have shown significant improvement within recent years and this situation will continue so long as there is sound adherence to the practice of thorough and adequate investigation of ingredients and of products prior to distribution.

The problem of compliance with the law is not as complex as it sometimes seems. After a determination as to the classification of an article as between cosmetics and drugs and a satisfying of the mandatory labeling requirements according to classification the other problems are safety and truthful labeling.—*John L. Harvey (F.D.A.)*

Cosmetic Excise Tax Collections

Tax collections for the period ending April, 1950 are:

	1950	1949	1948
January	\$ 9,836,052	\$ 9,648,063	\$10,371,512
February	11,654,681	12,984,776	12,290,714
March	6,811,063	6,796,181	6,927,991
April	6,985,099	6,913,884	6,927,991
May		6,983,445	6,660,851
June		7,625,450	7,283,509
July		6,776,881	7,332,070
August		7,807,221	7,506,518
September		6,859,446	6,890,757
October		6,760,409	6,335,804
November		7,738,779	6,872,541
December		7,312,007	8,079,746

What the Retail Buyers Report

What cosmetic buyers in the Midwest complain about and what

they suggest to manufacturers to help increase sales . . . Items

that are selling well at retail and how they are promoted

STRESSING the importance of fragrance in full page newspaper advertisements, leading department stores of Chicago did a larger volume of business in perfume and cologne for Mother's Day than they did for Christmas. Likewise in Los Angeles a leading store successfully tied in a promotion with a floral show to make women more aware of the beauty and charm of perfume.

Home permanent sales are increasing with the introduction of new lines. Solid colognes promise to be good sellers during the Summer along with sun tan and sun burn lotions, depodorants and depilatories.

A continuous personnel training course operated on a voluntary basis for cosmetic clerks by an enterprising department store in Dallas is showing interesting results.

Volume of Perfume Sold in Chicago for Mother's Day Exceeded Xmas Sales

Chicago—Perfume and cologne sales for Mother's Day, largely concentrated on French fragrances (7 to 1 and 2), produced the largest total volume for the year. Recorded as even larger than Christmas a good part of this can be attributed to advertising.

Chicago stores, Marshall Field & Co., and Carson Pirie Scott & Co., used full page ads the week previous to stress the importance of a fragrance. There was an average of six to eight imports and finer American made fragrances to those offered by well known treatment houses. Buyers are more and more of the opinion that makers of any fine product should stick to their knitting. Walgreen's used page ads across the country but stressed the American perfume makers three times as often than those of similar types made by treatment lines. Approximately the same proportion was used throughout the Middle West, for leading stores in Indianapolis stressed French or the best of American perfumes.

What Career Women Want

An office package is wanted by career women. Travel kits and pre-war trial kits that retailed at \$3.50 to \$5 are not of sufficient assortment to suit these women. Take the girl who has an important date in the evening, or even dinner. She's been at her desk or behind the counter all day. She may have 30-minutes to refresh herself. This is what she wants in a package, compact, to fit into the locker or desk drawer: Cleans-

ing and make-up creams in *tubes* to be easily discarded; rouge, powder, powder brush cotton to apply refresher astringent, cologne, perfume vial (it can also be carried in the hand-bag), and a tiny whisk broom to remove evidences of the make-up. An easily and quickly applied deodorant, such as one of the good sticks has also been suggested as an aid to top-grooming.

What Buyers Complain About

There are too many over lapping cream types in *same* lines buyers say; too many colors in nail polish and lip-sticks that are so much alike that women later complain that they are the same as they have used. There are too many shampoos. There is too little *continued* promotion of a new product.

To add to the confusion are the many new home permanents which are offered . . . three in this territory in less than that many weeks. Prices are growing higher and sales are slowing up with refills of well tested brands moving forward.

"It used to be that if we carried two brands of home permanents" said a St. Louis suburban store buyer, "we had excellent sales. Today the business is spread so thin that no one and no firm is making much profit. The girls don't know what to suggest. So a woman trying a new brand is left to her own selection. We ought to be able to advise a woman what brand is best for her type of hair. Lilt is proving the top-most seller at the moment for those women looking for a change in home permanents."

What Buyers Suggest

Check on inventory and drop, "just d-r-o-p all slow selling items," said an Indianapolis buyer. "We have done that and increased our sales in dollars and units. It may cost us some lines but that is not worth considering because the loss on slow sellers is more than made up by featuring them at cost and getting them out to have space and money for new items for which there is constant call from regular customers."

Customer service is again recognized as highly important if business is to be maintained at today's quota. Specialty and smaller department stores, where the buyer often serves the customer, are very conscious of this and are obtaining more and more of the large department store business, it is reported.

Women want more individual attention than the average store has time or wants to give. Specialty shops

offer treatment lines, perfumes and colognes, deodorants and various masque preparations with considerable intelligence as to type of skin and need of the customer.

"We know that no firm can be a specialist in all lines," said an Evanston buyer, "regardless of the name that has been made in this field. Therefore we reserve the right to choose the lines our customers require and not select others."

This buyer has high praise for one lip-stick firm that is struggling for a leading place in the field, that accepts and exchanges any slow selling colors. The line is short and buyers want it so continue.

Specialty Shops Getting Independent

Nowhere does one hear more carping about long lines and tie-in sales than in the specialty shops. And these buyers are growing as independent as the customer today, and also as cautious, for if an item in the line is slow in sales it is not accepted in any of the treatment lines. Salesmen will find the going hard this year. Manufacturers may have to revise prices and make adjustments to suit their customers, just as the retailer is now doing. The gravy train has been cancelled!

Monthly Fragrance is Going Over

The idea of a different fragrance for each month in the year is hitting a new high in a gift theme. Consumer beauty editors have given it a great plug. The idea should have been offered to cover cost of one year . . . rather than individual unit sales per quarter.

Looking ahead to new sales are the stores that carry the Haviland line with the recent announcement of a summer cologne. The firm is one that is pointed out as attending to its own knitting and therefore sales are steadily rising, even in the face of competition for repeat business. Rarely is only one item sold. Salespeople like it, and endorse it by their own personal experience.

Why the Specialty Shop is Winning

Gift shops often have an item that the smart cosmetic buyer has rejected because she feels it belongs in the housewares department. There is in some high class shops a special air freshner in lavender, sweet grass, violet, trefle, rose, that comes in a plastic bottle and when sprayed into a linen closet or a drawer, leaves a lasting fragrance. For a room it is a delightful odor that hangs in the air for several hours. It is an excellent vacation item, easy to carry and will freshen any hotel, motel or cabin that one enters. This like any item needs promotion.

Best Sellers

Items at \$1 to \$1.50 for colognes are best sellers. Others are dram perfumes which are poured into a cologne of the same fragrance! Lipstick refills rather than a complete new stick as has been usual the past six years sell well. Tried and tested refills on permanents; hair lotions for keeping hair in condition. Colognes with atomizer tops, scaled to fit; and smart bottles for a man's toilet gift also sell well—*Jean Mowat*.

Trend to Lighter Toned Reds in Lipstick and Nail Polishes

Buffalo—Many significant trends were revealed at Flint & Kent's this month. Among them was the fact that a large percentage of their buying public are switching to lighter toned reds in lipsticks and nail polishes. Rouge sales are lagging far behind, the "natural look" finding preference among the distinctive clientele characterizing the customers of this store.

Colognes and perfumes proved popular here for Mother's Day gifts, a noticeable switch being discerned in the sizes chosen, however. This was particularly apparent in the purchases of perfume—the smaller, less expensive sized packages being in much greater demand than formerly. The more popular brands included Caron, Chanel's Les Bois des Illes, Lenthéric's Rose and Muguet combination, and Eyvan's White Shoulders.

Elizabeth Arden's treatment line remains tops here, with her new home permanent kit enjoying unusual success for a store of the "carriage trade" category. Frances Denney's deep down cleansing cream is a favorite here, and her discontinued powder promotion produced an excellent response. Luxurious soaps sell wonderfully here throughout the year—English and French soaps being in constant demand, their all-water soap proving equally popular.

Another favorite at Flint & Kent is their own brand of pastel facial tissues, packaged in bundles of twelve boxes that sell for \$3.00.

Perfumes and colognes proved the top Mother's Day preference at the Wm. Hengerer Co., too—the fragrances of Ann Haviland, Matchabelli and Coty being well in the lead. More unit purchases of \$5.00 and up were the order of the day than at any other time since Christmas.

Staple treatment lines remain steady here, with item promotions producing excellent results. Most sensational current item here is the new cream Shampoo Curl, something that proved equally as sensational at J. N. Adam's.

There was a significant difference in the developments chalked up at J. N. Adam's, during the week of Mother's Day buying, as compared to those of some of the other department stores. This difference indicated that to a marked extent the mothers of plant and office workers (the predominant customers of this store) were going to be "gifted" with "dry" items—the sales totals of the toiletries section showing no particular increase to indicate that mother's presents were being bought in this department.

At this store it was further noted that reduced price promotions don't attract the mobs they used to, indicating that the people with limited budgets refuse to be lured into buying an item if they don't need it—even though it's reduced.

Perennial favorites at J. N. Adam's include Tussy's deodorant and the cosmetics of such established houses as Denney, Rubinstein, Dorothy Gray, Revlon, Coty and Hudnut. The John Robert Powers line has maintained a steady pace here, too, since its inception.

A more positive preference for floral fragrances has been registered in the past two months than for any

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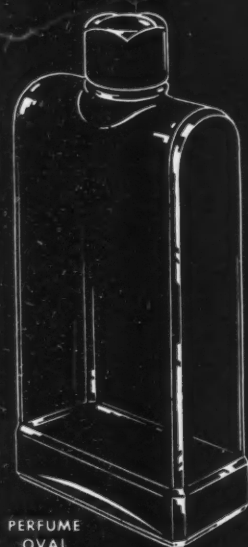
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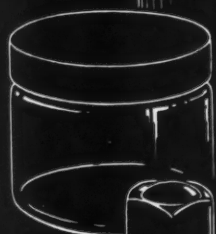
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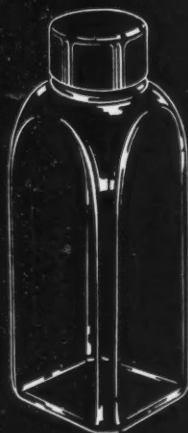
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JAR



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SQUARE



CHESAPEAKE
OVAL

previous period—Muguet, Blue Hyacinth and White Shoulders are among the most frequently requested. Gouriellis flower-of-the-month has been a prime favorite, and their seasonal package proved to be equally popular.—Maggie Flemming

Flower Show Used to Make Women Aware of Beauty of Perfume

Los Angeles—Biggest stir in West Coast cosmetic circles last month was created by the Manka Rubenstein's travelling troupe. Appearing at Bullock's, Los Angeles; City of Paris, San Francisco; and Frederick and Nelson, Seattle, Sister Manka and her fourteen assistant instructors crowded beauty eager women into every store in which they appeared. A toned down version of the act swamped Walker's tiny department in San Diego, and buyer Mrs. Greenlund there said that the show was certainly putting her inventory into a much more comfortable bracket.

In Los Angeles special cops were in the store to keep the crowd moving, and again students of merchandising were treated to more proof that if you really have an angle, and the money to back your play, you can do business in cosmetics under almost any conditions.

Flowers Build Steady Business

In Seattle Rhodes Dept. Store featured the fourth annual tie up of perfumes and flowers for the week before Mother's Day selling. Perfumers exhibiting were Dana, Lenthéric, Corday, Herb Farm, Faberge, and Houbigant. Each display rated a special window, with floral exhibits both in the window and in the department supplied by local florists. Buyer Stella Newbill feels that this type of promotion is one of the very few that is cumulative in effect. "This is not a promotion where the store does a terrific business during the featured week, and then struggles for a month with the problem of returns from customers carried away by the enthusiasm of the promoters," she said. "We find that this floral and perfume promotion builds in our customers an awareness of what a beautiful and pleasant thing perfume is, and we have proved many times that the effect continues to bring business to our department long after the flowers and special displays are gone."

Has the week before Mother's Day generally, and the Saturday before in particular, become as important in a toiletries merchandising sense in the rest of the country as it seems to have done here on the West Coast? A salesgirl in one of the stores in Seattle complained of headache and a touch of fever, and the buyer insisted she go home at once. "Tomorrow, the Saturday before Mother's Day," the buyer said, "is the most important day in the year, and we just simply can't spare anybody then. Go home now, and rest, so you'll be all right tomorrow."

Well, maybe the buyer was just putting the pressure on the girl. But it isn't that kind of buyer. We think the buyer meant it. If buyers are really feeling that way about Mother's Day, are all manufacturers keyed to meet an acceptance for specials as enthusiastic as the attitude of this particular buyer would lead us to believe exists?—Don Cowling.

Cosmetic Saleswomen Voluntarily Attend Sales Training Course

Dallas—Maintaining the same pace already set in 1950, Dallas department stores and chain stores, for the most part, showed higher sales for this year's Mother's Day than last year.

Items from the cosmetic counters figured prominently in newspaper advertising, window displays and mailing pieces on suggestions for Mother's Day gifts.

Neiman-Marcus featured "Chaqueneur-K" as the perfume "women can't buy" and it sold out right away. A second ad along the same lines produced many other buyers. Neimans also suggested Marcel Rochas' "Femme" as a wonderful gift. A special on Elizabeth Arden's "Blue Grass Mist" with a gift atomizer at a reduced price which ran in the newspapers with a mail order blank and telephone order was very successful.

Stores here find that visits from special representatives for various lines is a good pull. Last month Sanger Bros. had representatives from Marie Earle, Breck Hair Preparations and Dermetics. Each brought in at least an extra 200 to 300 people per day. A mailing piece on Houbigant's Creme Sachet package brought many orders. Newspaper advertising tied in with window displays helped push "White Shoulders" and "Gay Diversion."

Sanger Bros. has a continuous personnel training program augmented now and again by special schools. Right now 22 sales clerks in the department are voluntarily attending a cosmetic beauty fashion course which meets for two evenings a week for an hour and two mornings a week for study. This all is outside the regular work day . . . and is completely voluntary.

A. Harris & Co. also had three line representatives: Frances Denney, Shulton and Coty. The presence of these representatives definitely increases traffic.

One of the best promotions of the month at A. Harris was Gourielli's "Flower of the Month" which was featured in window displays and newspaper ads and



"Which vanishing cream vanishes the quickest?"

Beauty of the Container Suggests



Beauty in the Container

Briefly that's the story of all H-A Cosmeticware. It's designed to protect and sell your product. Large and varied lines are available or we'll be delighted to work out an exclusive design for you.



HAZEL-ATLAS
GLASS CO.
WHEELING, WEST VIRGINIA.

in the weekly fashion show at which cards were distributed offering a sample to those presenting them at the store. Almost 100 per cent of these cards were returned for a sample. Sales were very high.

A statement enclosure featuring D'Orsay stick cologne pulled very well. Nu Guit also sold very well backed by windows, newspaper ads and shadow box displays in the department.

One sales clerk from the department was chosen recently to take special training at the Germaine Monteil school. She will handle this line for Harris' after completing her training.—*Jean Shaffer*

Home Permanent Sales Increasing— Plastic Bottles Criticised

Pittsburgh—If every woman in the Pittsburgh area doesn't have a crimp in her hair, it won't be the fault of home permanent manufacturers.

New ones have been introduced, with more to appear so that this city is figuratively engulfed by waves.

In May Elizabeth Arden's new package was introduced. It was in one of the city's fanciest beauty salons, with trained operators demonstrating the two techniques (pin curl and regular curler method).

According to reports, people have been buying the Elizabeth Arden home permanent, but not in an overwhelming way.

In quick succession three others are slated to appear—Procter & Gamble's "Lilt," Toni's new "Bobbi" and (of interest in this locality)—a local product called "Twinkit."

Various opinions are expressed by those who do the selling as to the ultimate outcome of so many similar products coming out almost simultaneously.

Some believe competition will only accelerate the whopping interest already evident in home permanents. Others think a relatively small number of new customers can be captured. While the real optimists say, "Population goes right on increasing, the market potential for home permanents will increase too."

As for criticisms—The major one is that all are so much alike, there isn't a lot of difference to talk about. With the exception of one permanent (the Pittsburgh produced "Twinkit") all use curlers that are very much alike, enabling a woman to get one set and then buy refills of various new permanents to use with her own equipment.

Difference in curlers of the local kit is that they make waves and curls—and can be used on shoulder length, or longer hair, as well as very short hair. No principle is the same as that of the earlier "crocono" wave.

There is interest in some items other than the "run of the mill" type for Father's Day promotions.

One is the shave stick that John Hudson Moore is introducing here. The other is the stick deodorant "Very Personal" that has already been shown, but is still relatively new in this area.

The stick colognes and stick deodorants are expected to receive good response from the traveling, vacation-minded public this season.

The only complaints overheard from customers on plastic bottles is that they are not very decorative and don't have the "glamor appeal" of glass bottles. This

comes from women who have not been accustomed to plastic containers—and there are many who still don't know about them!

It was reported that this lack of eye appeal was noticeable in customers seeking gifts for Mother's Day—all wanted prettily packaged items.—*Lenore Brundige*

Keep Cool With Fragrance to be Stressed in Cincinnati this Summer

Cincinnati—The early rush for solid colognes here has led one cosmetic department buyer to predict that summer sales in the new solid scents will be higher than sales of the conventional liquid ones. Other buyers were only slightly less enthusiastic. The just-delivered "Tweed" by Lenthéric was already going fast, and one buyer opined that it would be better for business if Lenthéric would stick with this one well-known scent and promote it, rather than seeking to extend business by introducing the other scents in the solid form. Dana, D'Orsay and Lelong are all successful names with this.

Dressing Table Scents Neglected

One buyer cautioned, however, that in teaching women to carry purse-flasks of scent, the industry has neglected emphasis on scent for the dressing table, and that sad results might be similar to the post-war slump in perfume sales because of the wartime emphasis on colognes. As always in spring, florals were favored, with the single exception, in one store, of "Sweet William."

Another item going slowly in some spots was a \$3.50 home permanent. Price seemed to be a factor here, and yet buyers did not expect great success with the just-introduced "Lilt" home permanent, which has several new features and a very low-price refill.

Hair Preparations Selling Well

Pinwae, the easy-do home permanent that can be achieved with bobby pins rather than curlers, is being re-ordered by all stores. Kreem-O'life, a combination hair preparation, shampoo, and comb-brush demonstration, is attracting a buying crowd, even though a similar product, by Robert Curley, has been similarly demonstrated for months. The continued promotion doesn't seem to tire Cincinnati women. Yet, it doesn't take a long promotion to sell them on a hair product. One ad for a \$1 cream shampoo which imparts curl to the hair brought a rush to Rollman.

Coty's Muguet de Bois and Rubinstein's White Magnolia continue favorites, and Tussy's half-price deal on cream deodorants and Barbara Gould's half-price cream and skin freshener brought gratifying sales, though buyers reasoned that women had been waiting for the sales.

Dorothy Gray's hot weather colognes had a tremendous few days (hot days) without promotion. Most stores will stress a "keep cool with fragrance" policy this summer.

One store amazingly sold out on leg paint in one day, and it was not a hot day. One buyer said that, since women are inexplicable, leg paint might "hit" this season, since it flopped the last two.—*Mary Linn White*



• RODESIA — \$9.45 lb.

• Brings to mind the month of June and the soft, sweet

fragrance of Roses. Rodesia embodies the full blooming perfume

character of the Attar of Rose in all its splendor. Unequaled at the price.

It may be used alone or in combination with endless other odors as

it blends splendidly with any perfume combination and for

any purpose. Try it out in practice—you will thank us for the hint.

Rodesia is the answer to many formulas where character—

individuality—and that “certain something” is required.

May we submit a sample?



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 MANAGUA • PANAMA • ASUNCION • MANILA • SAN SALVADOR • MONTEVIDEO

Drug Stores Losing Out in Milwaukee

Shift to house-to-house sales shown by Milwaukee

Journal survey . . . Deodorants not so popular as last

year . . . Home permanent market still increasing

ROBERT K. NEWCOMB

COSMETIC buying preferences in Milwaukee, Wisconsin, show a trend away from drug stores and toward variety stores, department stores and house to house sales. This movement was shown in the 1950 report of The Milwaukee Journal Consumer Analysis and is based on comparison with the newspaper's previous survey.

The report shows that 49.5% of the city's women regularly buy their cosmetics at department stores, 21% at independent drug stores, 13.1% at chain drug stores, 6.1% from house to house salespeople and 0.9% from grocery stores. It is interesting to note that 18.6% of the women answered "yes" when asked if they bought any toilet articles or cosmetics in grocery stores.

Buying Habits Related to Income

In the tabulation by income groups the survey showed that preference for buying cosmetics in department stores is directly proportional to wealth, while a steady decrease in buying from drug stores parallels increasing income. Five and tens and other variety stores show slight increases in customers in the \$2000 to \$3000 bracket compared with those who make under \$2000, but customers fall off evenly from 16.5% in the \$2000-\$3000 group to a low of 2.8% of women from families whose income is above \$7500. House to house salespeople have the greatest number of prospects in the \$2000-\$3000 group (7.5%) with a decrease to 3.4% at the \$7500 and up level and only 3.6% of the cosmetic buyers in the under \$2000 range.

Deodorant Use Drops

Milwaukee women are not using deodorants as much as they did at the time of the 1949 survey. In 1950 only 79.4% of the women questioned said that they bought deodorants against 81.5% in 1949. Mum and Arrid were preferred with 18.6% and 17.1% of the market respectively and Fresh running a not very close third, having only 9.6% of the users. Almost every deodorant showed a drop in users from the 1949 level with Mum as the biggest seller losing almost 3% of its customers.

In the hand lotion field, Jergen's kept the lead among the liquid lotions with 36.3% of the market. Campana Balm was second in number of users with 12.9%. There was a drop in the number of users of this type of lotion as only 65.3% of those questioned said that they bought liquid lotion. In the 1949 survey 68.8% said that they bought the liquid type. Cream lotion had 34.9% of the

market, an increase from last year's 34.0% which parallels the loss for liquid lotion but reflects a drop in the total number of users (figures for cream and liquid lotion add up to more than 100% as some women buy both types). Pacquin's was preferred by 28.8% of the women who buy cream lotion with Avon, the closest competitor, getting 10.7% of the market.

Home Wave Demand Up

Demand for home wave kits shows a continuing increase. In the 1950 analysis 51.3% of Milwaukee women said that they bought home wave kits. In 1949 50.0% bought them, while earlier surveys showed that the percentage of buyers in 1918 and 1917 was only 38.1 and 19.5. The tabulation by income groups for 1950 showed that wave kits have their greatest appeal among women from families with an income from \$3000 to \$4000. The kits were bought by only 45.2% of women who made less than \$2000, 53.2% of the women in the \$2000 to \$3000 range and 54.3% of the women in the \$3000 to \$4000 bracket said that they bought home permanent kits. At the \$4000 to \$6000 level 51.8% of the women bought home permanents; 44.2% of women who had an income of \$6000 to \$7500 bought them. Above the \$7500 level 10.7% of the women were purchasers.

In brands preferred, Toni ranked first with 77.4% of the market; Richard Hudnut was second with 16.4% and Rayve was third with 2.5%. In 1949 Toni had 86.5% of the buyers while Hudnut had only 8.7%. Thus Hudnut and the other manufacturers took customers away from Toni. Two of the three other brands mentioned in the survey, Rayve and Pinwae, had gone from less than 1% of the users to 1.9% or more this year.

The most important things in the Milwaukee report from the cosmetic view are the change in buying preferences away from drug stores and the threat to established outlets provided by the increased number of purchasers from grocery stores and house to house salespeople. Interesting also is the indication that there is an opportunity for well-promoted home wave preparations. One must remember, however, that Milwaukee does not necessarily represent national trends. Reliable estimates show that this city is in a favored position compared to other cities of more than 500,000 population. It has a higher income level than the national average and retail sales per family are 47% above the national average according to the Sales Management Survey of Buying Power.

Cosmetic Packaging

THE cosmetic field is one in which should be found the finest packaging in all industry. The nature of the business demands that you present your goods in glamorous garb. In no field does an exquisite package pay bigger dividends than in yours. In no field is there a comparable responsibility for keeping the package program on a high plane. You are the shining target for the comedians and jokesters who make funny remarks about ten cents worth of sour milk in a 90¢ container selling at a dollar or more. You are likewise the mark for the self-appointed consumer guardians—who know so much better what the consumer ought to want and ought to purchase than does the consumer herself, and who express shocked horror when they proclaim—and I quote from one of their bulletins—"Tests on a large number of cosmetics have shown that prices bear no relation to the intrinsic value of the preparations. Packaging and high powered advertising rather than products are what the consumer pays for."

Much more disturbing, however, is the unscrupulous producer usually a fly-by-night who unashamedly utilizes attractive packaging to promote inferior products. Happily, he is in a very small minority, but he is numerous enough to produce ill will out of all proportion to his numbers. There is nothing you can do about him, however, except to maintain your own program of decent, truthful packaging and merchandising, trusting to the good sense of the American consumer for your eventual reward.—C. W. Browne

Wholesale Help

IF you seek wider acceptance and use of your products, the wholesaler can perform an economical service for you. Modern wholesaling is more than the mere receiving and shipping of goods. In addition, the service wholesaler can help you in marketing, in merchandising and selling. Let it be understood, however, that it is not his function to create a consumer market for you, but to substantially implement your promotional program, by affording you the use of his facilities for the above services. In any event, if you would be successful, give distribution the major consideration it deserves in your thinking for it is as important to your success as the creation of the product itself.—Charles C. Caruso.

Fly-by-Night Cosmetics

AS all well know, starting from scratch, some very large business have been built and sizable fortunes made in the cosmetic industry in recent years—with new products that performed a real and valuable service, and with claims that were fulfilled by the products.

However, where there is opportunity, there is always the opportunist. There have been other products brought on the market for the avowed purpose of turning a "fast buck"—products which in no way fulfill the claims they make; products which at the very best can only sell once around the circle. We, as legitimate manufacturers, can do very little about the situation, but

our friends, the retailers, can do a very great deal. To them, I say, "don't be dazzled by an extra long mark-up or an extra generous cooperative advertising allowance. Don't be stampeded into hasty action because you hear a competitor is selling the particular item in gross lots. Examine it, test it, see that it gives consumer satisfaction and that it fulfills its claims, for whenever you offer such a product over your store name you are giving it your own endorsement. So I say to you retailers, this problem is squarely in your lap. Your stake in our industry is just as great as that of the legitimate manufacturers. Let's work together to keep the industry on the beam of real progress. Let's try not to go off on false tangents, even if at times the "fast buck" looks awfully attractive—Charles H. Pennock

A Dynamic Economy

THROUGHOUT our American economy selling has become as important as production. Advertising and aggressive selling are the forces which have created and which maintain the large volume consumption that is a prime necessity of our dynamic and expanding economy. In this connection, that word "dynamic" has a very definite meaning. In a static economy, we produce goods, then wait for customers to come and buy. They may come or they may stay away. In a "dynamic" economy, by informing people and arousing their desires to buy and own, we bring the customers to the products we have made.

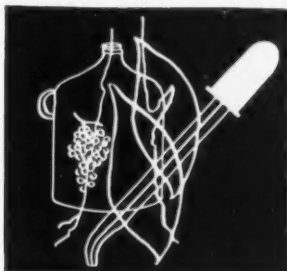
In this dynamic economy, which has brought us a standard of living unmatched elsewhere in the world, unmatched in history, we have two functions to perform. We manufacture goods—that is production—and we manufacture customers to absorb production—that is the task of the selling forces—advertising and selling.—Donald M. Hobart

Retail Clerk Indifference

IN a very important part of our distribution we have salesclerk indifference instead of interest and enthusiasm.

As an industry we have counted heavily on salesclerk interest to move our goods. We spend a great deal of money in our sales training programs. We design our products, build our promotions with related selling in mind. Yet, somehow, many of our efforts seem to be misfiring.

What is to be done about it? There is no simple and obvious answer. There is, however, one thing that is very apparent. Our own indifference to the situation can only compound the salesclerk's indifference, and, consequently, like the jackpot on the radio, the situation will grow, and grow, and grow. Let's, therefore, use every contact we have with the retail clerk to bring the seriousness of the situation home to him. Let's alert our own sales forces; let's line up our wholesalers and their salesmen; enlist the support of state pharmaceutical organizations; go after chain headquarters; encourage the trade papers to wage a continuous, hard-hitting campaign on the need for intelligent, aggressive salesmanship. Everyone has a stake in the matter. Don't leave it to a few.—Charles A. Pennock



Flavors



Many New Tax Measures Coming

Hundreds of revenue raising bills to be introduced in every state legislature in coming year. Flavoring Extract Manufacturers Assn. is warned at 41st annual meeting . . . Alcohol tax of \$2 favored

HUNDREDS of revenue raising measures will be introduced in every state legislature in the coming year, singling out industry for the payment of more taxes—corporation taxes, licenses and privilege taxes for the payment of registration and license fees, excise taxes etc.—John S. Hall counsel and executive secretary of the Flavoring Extract Manufacturers Assn. warned the members at the 41st annual meeting in Atlantic City, May 7-10.

The reason for this is that every state as well as the federal government is spending much in excess of

its annual income. For example from 1946 through 1949 the federal government spent 177 billion dollars. From 1789 to 1940, or 152 years, it spent 167 billion dollars. State taxation in 1940 amounted to about \$4,200,000,000. In 1949 the states collected in taxes about \$8,500,000,000. This trend is being followed by local governments. There are 29 states and the District of Columbia which now impose sales and use taxes averaging from 2 to 3 per cent and many state legislatures are now planning to increase these taxes.

"We will have to be ever alert,"

Mr. Hall emphasized, "to combat all legislative bills singling out the flavoring products industry and allied industries using our products." As an example of the latter he pointed out inconsistent court decisions in various jurisdictions involving the use of certified colors in finished products such as orange drinks, a subject bound to receive the attention of the Board of Governors.

Indirectly the report gave ample evidence of how diligent the association has been in looking out for the interests of the industry and the allied trades it serves. In the



Officers of F.E.M.A.—John S. Hall, counsel and executive secretary; W. Gordon Grant, second vice president; Don C. Jenks, executive committee; George M. Chapman, advisory committee; Frank D. Nowland, first vice president; Leland P. Symmes, secretary; Lloyd E. Smith, treasurer; John N. Curlett, president; Leslie S. Beggs, chairman advisory committee; William B. Durling, advisory committee; Garrett F. Meyer, advisory committee; Frank W. Green, executive committee; and Louis J. Woolf, executive committee. Third vice president William H. Hottinger Jr., and E. N. Heinz are absent.

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past year the association sent out 33 informative bulletins and numerous legislative bulletins. All were carefully compiled and in the case of the legislative bulletins all legislation in all states and in Congress affecting the industry was analyzed and summarized so that members could quickly and clearly grasp the significant features of each bill and its import when it was introduced and then follow its course until the end of the legislative session.

Favor \$2 Alcohol Tax

Mr. Hall also reported in his usual clear and concise way, developments in the situation involving the federal excise tax on alcohol intended for use in the manufacture of food products, flavors and flavoring extracts. The significant features of the various bills on these now before Congress were pointed out.



A group of merrymakers at the reception: Mrs. Frank Nowland, Mrs. Charles Sethness Jr., Mrs. John N. Curlett, Mrs. Garrett Meyer, a guest, Ray Caulk, Charles H. Sethness Jr. and Leslie S. Beggs former president.

On the final day of the meeting after Garrett F. Meyer, chairman of the Alcohol Tax Committee had made his report, there was an open discussion of the provisions of the various bills before Congress to reduce the alcohol tax burden. A vote was taken at the end and it was found that a majority of the members favored an alcohol tax of \$2 per proof gallon.

Purpose of the Association

Human relations in business and industry comprise the keynote to peace and prosperity in our modern social structure John Curlett pointed out in his presidential address. A meeting such as the F.E.M.A. convention affords an excellent opportunity to initiate in

the group the human relations policies and practices which members have instituted in their individual companies. Trade associations are a necessity and it is the concern of an



Ray Caulk, W. H. Hottinger Jr., Dr. B. M. Smith, E. J. Packard, C. P. Messersmith and lovable Dr. Clarke Davis.

association to work for the creation of an atmosphere of understanding

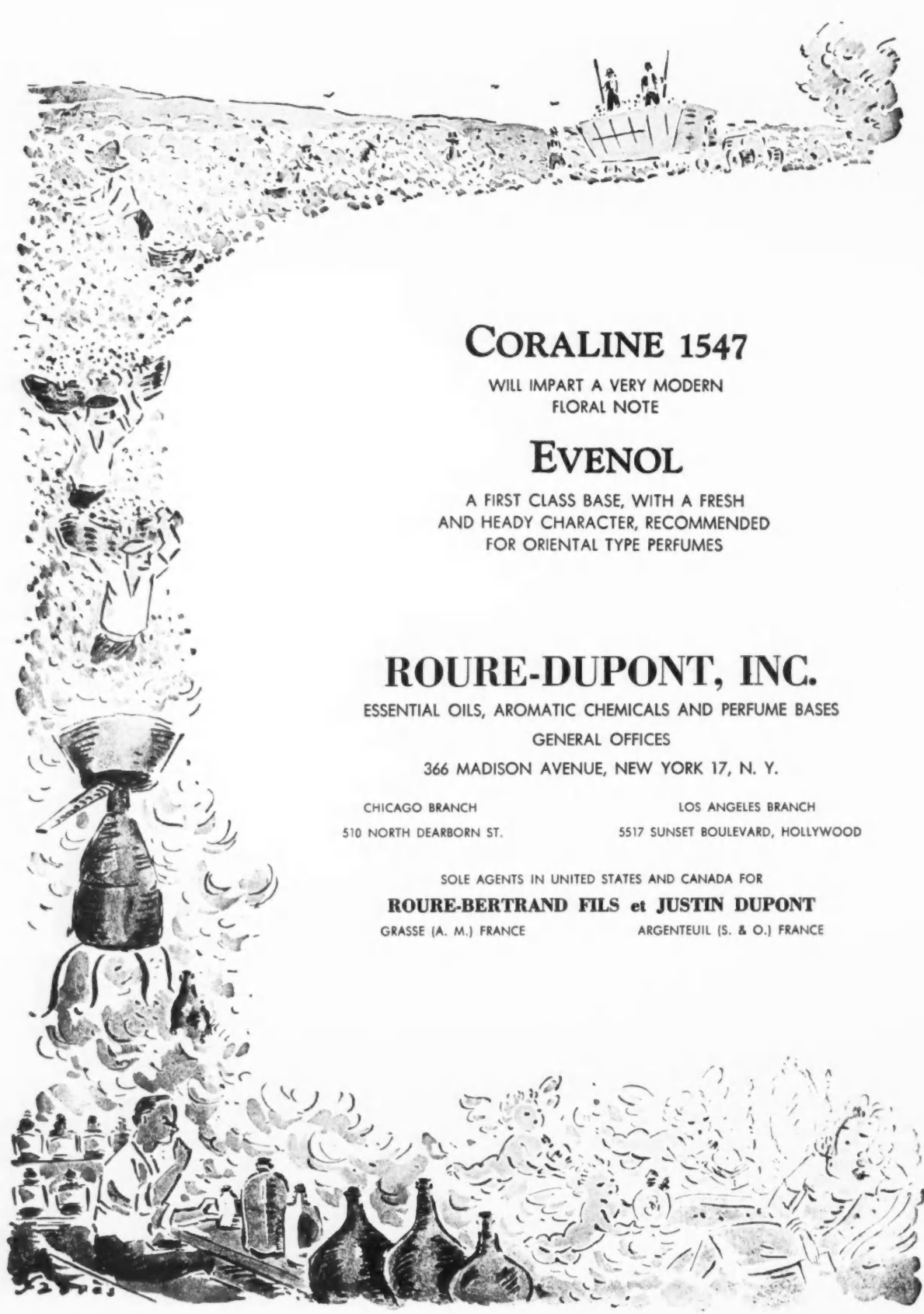
ions and court decisions under the federal Food, Drug and Cosmetic Act of interest to flavoring extract manufacturers formed the theme of an informative talk by Dr. J. W.

Sale of the Federal Security Agency, Food and Drug Administration. He pointed out that the administration does not regard the following antioxidants as poisonous or deleterious substances: resin guaiac, nordihydroguaiaretic acid, tocopherol, lecithin, propyl gallate, thiodipropionic acid and its dilauril or distearyl esters and butylated hydroxyanisole. Such compounds as pyrogallol and hydroquinone are regarded as poisonous substances and food containing them in any concentration would be considered adulterated. It is the responsibility of the manufacturer to satisfy himself as to the nontoxicity of any product before adding it to food, he pointed out. He also outlined the substance of leading court decisions and administrative comments on various aspects of the law of direct interest to flavoring extract manufacturers. His comments were well received as Dr. Sale has been of help since 1938.

within the entire flavor industry. Some recent administrative opin-



Mr. and Mrs. Hamilton Eames, Ernie Briggs Jr., John S. Hall, Mr. and Mrs. George M. Armor and Mrs. J. S. Hall.



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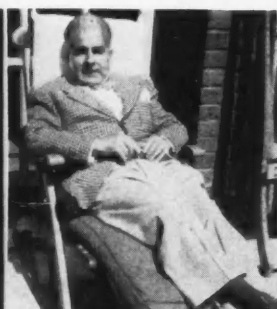
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Frank Nowland leads a threesome at the ninth hole. John Buslee chats with Frank Green over a glass of something. Michael Cortizas

In recognition of the conscientious service rendered in the past year the full roster of officers was re-elected as follows:

President, John N. Curlett
First Vice President, Frank D. Nowland
Second Vice President, W. Gordon Grant
Third Vice President, William H. Hottinger, Jr.
Secretary, Leland P. Symmes
Treasurer, Lloyd E. Smith
Executive Committee: Frank W. Green, Louis J. Woolf, Don C. Jenks, E. N. Heinz
Advisory Committee: Leslie S. Beggs, chairman; William B. Durling, George M. Chapman and Garrett F. Meyer. The attorney and executive secretary is John S. Hall.

Scientific Research Report

The report of the Scientific Research Committee was made by Dr. I. F. Plagge and covered vanilla preference in ice cream and also alcoholic percentages in the menstruum of vanilla extracts. The report was of especial interest and will be given in more detail in a later issue. Members of this committee in addition to Dr. Plagge are: Dr. R. M. Jones, Kenneth Newman, Dr. Arthur Behr, Dr. D.

E. Fletcher, and E. N. Heinz Jr. in collaboration with Prof. P. H. Tracy, Prof. E. L. Fouts, Prof. D. S. Lucas, Prof. E. O. Anderson, Prof. W. H. E. Reid and G. H. Wilster. Prof. Tracy of the University of Illinois followed with a most interesting paper on the importance of good vanilla flavor to the ice cream industry. The results of various consumer tests highlighted the paper which stressed the importance of the use of good flavors to the success of the ice cream industry.

Vanilla Crop Outlook

The 1950 crop of Madagascar vanilla beans was estimated in January to be at least 400 tons while stocks at the turn of the year averaged about 300 tons, Ray C. Schlottterer, secretary of the Vanilla Bean Assn. reported. In February a cyclone hit the growing region of Madagascar causing great damage to vines and crops. As a result of this a reduction in crops of about 25 per cent is expected. At the turn of the year Mexican vanilla beans were hard to find, those remaining being held at high prices awaiting the new crop estimated at 50-175 tons. The small Mexican crop offers no threat to Madagascar. Imports of vanilla have been heavy since

the first of the year. Much has been sold and users have on hand substantial stocks averaging six months or more.

Changes in the Social Order

A stimulating paper by Ernie A. H. Briggs Jr. "Let's Be Awake" stressed in a vivid way the very real possibility of socialism in America and offered tangible suggestions for putting the brakes on the trend before it becomes unmanageable. In closing he quoted Father Edward A. Kellar, Director of Economic Research of Notre Dame University on our chance to preserve our right to stay in private business: "I am not going to tell you that 'it's later than you think. I am telling you you have two years at the most.'"

The same theme was reiterated by Hamilton Eams, educational director of the American Economic Foundation, in a well considered address on "Management, Wages, Prices and Profits." Following this a colored movie on the Berlin airlift was shown by American Airlines.

Along similar lines but from a different angle Rear Admiral Frederick J. Bell, U. S. N. retired, deputy director of human relations of McCormick & Co. discussed in an informative way the subject of



Lloyd Smith's attention is diverted by a popping photographer's flash bulb



Don Jenks, William B. Durling, Henry Eickmeyer, Mrs. Fred Lueders, Fred Lueders, Harry Heister and Herbert W. Farrell



Golf Chairman Frank W. Green looks critically and dubiously at Hans Wesemann's score card when he spots a "1" which Hans assures him was meant to be a "7." That satisfied Frank.



Golfer Reinhardt completes a lusty swing at the ball which looks like a hole in one.

human relations. The policy followed by McCormick & Co. known as 'multiple management' was explained and the results proved to be most enlightening to all who heard the talk.

Essential Oil Outlook

There should be no shortage of lemon oil this year, Hans P. Wesemann, president of the Essential Oil Assn. reported. Italy recently signed the Annecy Pact which reduces the import duty of Italian lemon oil from 25 per cent ad valorem to 17½ per cent ad valorem. If this will have any effect on the

price of American lemon oil is unknown. Certain Italian shippers, he pointed out, are feeding into the American market a wide variation of compounds under the title of Oil Lemon U. S. P. Italy buys orange oil from the United States and does not export it. Good quality lime oil is difficult to obtain.

Generally all spice oils are up and are likely to remain so on account of conditions in the growing areas. As to other flavoring oils, peppermint, spearmint, dill and sassafras, among many, the situation varies. It is too early to know anything about this year's crop of

peppermint oil. Spearmint oil is in ample supply. The consumption of oil dill continues to increase. Sassafras is in short supply but production is being increased.

Developments in Alcohol

Methods have recently been developed which yield a synthetic alcohol of a quality heretofore thought impossible and which in all respects, both scientific tests and odor, is the equal of or superior to the finest fermentation product A. R. Ludlow Jr. reported in his excellent paper on "Ethyl Alcohol, Past,

(continued on page 490)



Gene Kielhofer drives off to win the first leg of the president's cup.



As usual John H. Beach, former president and chairman of the convention committee, is the center of attention.



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Essential Oils and Flavors

*Despite the vast advances in synthetic aromatic chemicals
essential oils maintain an important position in flavor
formulation. . . . Uses for certain flavor essential oils*

MORRIS B. JACOBS, Ph.D.*

IN a previous article it was pointed out that the essential oils form a very important part of the materials and ingredients available to the flavor chemist for the formulation of flavors. They are it is well to recall derived from about 87 plant families and different essential oils (or volatile or ethereal oils, as they are sometimes called) may be derived from different parts of the same plant.

These oils may be classified from the points of view of (a) geographical origin, (b) source, (c) preparation, and (d) use. They are employed for the flavoring of (1) foods, confectionery, and beverages; (2) perfumery, soap, and cosmetics; and (3) therapeutic purposes. Our interest lies mainly with the first grouping.

In the previous article those essential oils which were of interest for the flavor chemist and flavor formulator were listed alphabetically and those from allspice oil to dill weed oil were mentioned. In this article, the brief description of essential oils of interest in the flavor field will be continued.

Flavor Essential Oils

Fennel oil (U. S. P. XIII) is the volatile oil obtained from the dried ripe fruit of cultivated *Foeniculum vulgare* Miller by distillation with steam. Substantial amounts came from Russia and Central Europe. This oil has a distinct anise character.

Fennel Oil, Roman is an analogous oil which is prepared by distillation of the seed of Roman fennel also known as sweet fennel, *Foeniculum dulce* D. C. This product is considered to have flavor qualities superior to fennel oil, itself, and is recommended for cor-

dials. Roman Fennel Oil may be distinguished from Fennel Oil, U. S. P. XIII, for it does not contain fenchone and does have a greater amount of anethole.

Ginger Oil is the essential oil derived by distillation of the dried rhizome of *Zingiber officinale* Roscoe. Jamaica, West Africa, and the Malabar Coast are principal sources of the root. Ginger oil is a principal flavor essential oil.

Hops Oil is obtained by the distillation of the dried flowers of *Humulus lupulus* L. This oil has been employed as an ingredient in flavors used for non-alcoholic beverages such as carbonated beverages as well as for alcoholic beverages such as beer. Much of this oil came from European sources such as Germany, Czechoslovakia, Belgium, and France but considerable work has been done on this product, recently, in the United States particularly in California. It is likely that greater use will be made of this oil in flavor work.

Horse-radish is the root of *Armoracia lophatifolia* Gilib. formerly named *Cochlearia armoracia* L. and *Radicula armoracia* L. It yields an extremely pungent oil which has corrosive and vesicant properties. Imitation oils are available and are recommended for flavor work.

Hyssop is the bushy herb, *Hyssopus officinalis* L. An essential oil is obtained by distillation from the flowering tops of the plant, which is cultivated in Germany, Hungary, and France. It is employed in flavor work, one illustration of which is its use in the manufacture of cordials of the Chartreuse and Benedictine type.

Juniper Oil (N. F.) is the volatile oil distilled with steam from the dried ripe fruit, that is the dried ripe berries of shrubs of *Jun-*

iperus communis L. and *J. communis* var. *depressa* Pursh. Juniper Oil has been used as a base for gin and is valuable for flavor formulations. One of its principal sources is the European region formerly comprising the Austro-Hungarian Empire.

A twice rectified oil, which has greater flavor value, and imitation oils are also available.

Laurel Leaf Oil is the essential oil distilled from the leaves of the laurel tree, *Laurus nobilis* L. It is also known, as was mentioned in a previous paper, as Sweet Bay Oil but should not be confused with common Bay Oil or Oil of Myrcia. Laurel Leaf Oil has a warm aromatic flavor and is employed for culinary compositions.

Lovage oil is obtained from the aromatic plant, *Levisticum officinale* Koch by distillation. Southern Germany is one of its geographical sources. It is used for seasoning for it has a heavy persistent character.

Mace is the dried arillode of *Myristica fragrans* Houtt. An essential oil can be obtained from this spice by distillation. This oil does have differences in composition and flavor from Nutmeg Oil which is derived from the same plant but the differences are slight.

Marjoram Oil, Sweet is obtained by the distillation of the flowering herb of *Majorana hortensis* Moench 1 (*Origanum majorana* L.) which grows in Southern France, and Hungary. It is a good flavor ingredient. A similar oil is prepared from *Origanum vulgare* L. This is often called Origanum Oil. The oil prepared from *M. hortensis* is dextrorotatory while that from *O. vulgare* is levorotatory so that there may at times be some differentiation.

French Marjoram Oil is said to be derived by the distillation of

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

Satureia nepeta (L.) Scheele.

Mastic Oil is obtained by distillation from the resinous sap of *Pistacia lentiscus* L. This product has been suggested as a component of cordials and liqueurs.

Volatile Oil of Mustard (U. S. P. XII) is the oil obtained by maceration with water and subsequent distillation of the dried ripe seed (which have been freed from fixed oil of mustard) of *Brassica nigra* (L.) Koch or of *Brassica juncea* (L.) Cosson or prepared synthetically. Other varieties of the *Cruciferae* family may also be used for the preparation of the oil. The U. S. P. product must contain 93 per cent of allyl isothiocyanate. This essential oil has wide flavoring use especially for culinary formulations.

Myrcia Oil (N. F.) also known as Bay Oil is a volatile oil distilled from the leaves of *Pimenta racemosa* (Miller) Moore (*Pimenta acris* Wight). As mentioned above this oil must not be confused with Oil of Sweet Bay or Laurel Leaf Oil.

Myristica Oil (U. S. P. XIII) or as it is also known commercially Nutmeg Oil is the essential oil obtained by distillation with steam from the dried ripe kernels of the ripe seed of *Myristica fragrans* Houtt. Nutmeg Oil as mentioned is closely related to Mace Oil. There is a difference in the alcohol solubility of East Indian and West Indian Oils.

Myrtle Oil is the volatile oil derived from the leaves and twigs of *Myrtus communis* L., a plant which grows in the countries bordering the Mediterranean Sea. The oil has the flavor and characteristic odor of myrtle leaves and thus has use to impart this flavor.

There are a number of other essential oils, and some of these are actually among the most important of all essential oils employed in the flavor field, such as Lemon Oil, Lime Oil, Grapefruit Oil, Orange Oil, Mandarin Oil, among the citrus essential oils; Peppermint Oil, Japanese Peppermint Oil, and Spearmint Oil among the mint oils; and Sage Oil, Savory Oil, and Thyme Oil among the spice oils that have not been mentioned in these two articles but will be discussed briefly in other papers.

Flavored Notes

THE Gentry *Serenader* points out that a flavor factor often overlooked by food processors is that the variation in grind or granula-

tion of dehydrated garlic has a direct bearing on the garlic flavor in the finished product. This point is true not only for garlic but for many other products.

A public hearing was held by the Food and Drug Administration at Washington on Feb. 28 to get evidence concerning the listing of a new coal-tar color, which is termed FD&C Violet No. 1. If approved this color will be permitted for use in foods and flavors.

The Food and Drug Administration has conducted studies of the chronic toxicity of the artificial sweeteners dulcin and P-4000. These studies show that dulcin, known also as *p*-phenetolecarbamide, 4-ethoxyphenylurea, and sucrol, and P-4000, whose chemical name is 2-amino-4-nitro-1-*n*-propoxybenzene, when fed to rats at low levels for approximately 2 years cause injury. The Federal Security Administrator looks upon these sweeteners as toxic substances which should not be used in foods.

At the Philadelphia section of the 117th meeting of the American Chemical Society Dr. Arie Jan Haagen-Smit of the California Institute of Technology, Pasadena, California was presented with the Fritzsche Award. The award address was entitled "Chemistry and Biochemistry of Volatile Plant Products."

There were four papers of interest to flavor chemists and others in the flavor field presented at the meetings of the Division of Agricultural and Food Chemistry. These were: "A rapid semimicro method for the determination of caffeine," by R. S. Bower, A. D. Anderson, and R. W. Titus of the Nestlé Company Marysville, Ohio; "Origin of oxidized flavors and the factors responsible for their development in milk and its products," by V. N. Krukovsky, Cornell University, Ithaca, N. Y.; "Nonvolatile organic acids in maple sirup," by W. L. Porter, C. O. Willits, and M. L. Buch, Eastern Regional Research Laboratory, Philadelphia 18, Pa.; and "Fermentation of cigar leaf tobacco and its chemical background," by W. G. Frankenburg, General Cigar Co., Lancaster, Pa.

In the Organic Chemistry Division, in addition to Dr. Haagen-Smit's paper, the following papers were presented: "Reaction of vanillin and its derived compounds . . . cinnamic acids and benzyl methyl ketones derived from vanillin and its related compounds," by I. A. Pearl and D. L. Beyer, Institute of

Paper Chemistry, Appleton, Wis.; "Isomerization of 8 (9)-*p*-menthene," R. L. Frank and R. E. Berry.

F. E. M. A. Meeting

(Continued from page 488)

Present and Future Trends." Synthetic alcohol now accounts for about 70 per cent of the total production of industrial alcohol. The new production means availability and price stability to the flavoring extract manufacturer he pointed out. After discussing the price factor and its fluctuations in the past years, he emphasized that there is every reason to believe that business will be good for those aggressive enough to really go after their share of it.

J. J. Thompson discussed the responsibility of field sales management; A. K. Barta of the Proprietary Assn. also made an address and a message from Paul S. Willis, president of Grocery Manufacturers of America was read by Dr. Clarke E. Davis.

Lloyd Smith, treasurer, reported that the association had \$3,139.59 in the bank and owned treasury bonds valued at \$20,000. Louis J. Woolf reported that 105 advertisements had been secured for the annual proceedings at \$4,800. Other reports were made by H. Walter Kuhl, E. N. Heinz Jr., Don C. Jenks, W. G. Grant, William H. Hottinger Jr., and Frank D. Nowland.

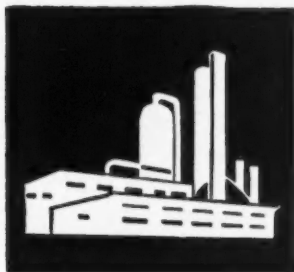
The convention committee was made up of John H. Beach, chairman, C. G. Jackson, Robert Krone, Leo Green and Louis J. Woolf. A rising vote of thanks was given to John H. Beach for his untiring work on behalf of the association.

Golf Winners

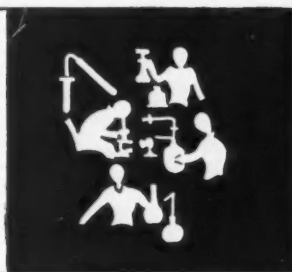
Prizes were awarded to the following golfers at the annual banquet: Low gross and president's cup for one year, Gene Kielhofer; second low gross, Victor Williams; lowest number of putts, James Whitescarver; nearest to pin, H. S. Leach; and kickers: Ernie Briggs, William B. Durling, D. R. Janvier and Don H. Bush.

Past Presidents at Meeting

The convention was honored with the presence of the following past presidents of the association: Dr. Bernard H. Smith, John H. Beach, William J. Meyer, Garrett F. Meyer, Lloyd E. Smith, George Armor, Dr. Clarke E. Davis, William B. Durling, George M. Chapman, Leland P. Symmes and Leslie S. Beggs.



Soaps



Trend to Bactericidal Soaps

Effect of newer components in deodorant and germicidal soaps . . . Why plain white soap has been substituted for tincture of green soap in surgical practice

W. SCHWEISHEIMER, M.D.

THE trend to bactericidal soaps continues as new products for industrial sanitation and "B.O." protection reach the market. *Chemical Industries*, calls the development a "germicidal gold rush." Two new deodorant bar soaps have achieved national distribution, a new liquid germicidal soap is being introduced to the industrial and institutional trade, and several manufacturers are working on a bactericidal soap.

All of these new products are based on Givaudan-Delawanna Inc.'s germicide hexachlorophene. This is the generic name for the chlorinated phenol, bis 13,5,6-trichloro-2-hydroxyphenyl methane. It was developed in a search for germicidal agents that would retain a large part of their bacterial activity when incorporated with excess soap.

The new agent is easily added to soap during manufacture—either as such or as the monodium salt in powder form or as an acetone or alcohol concentrate. The result is a non-irritating and relatively non-toxic product that reduces the bacterial flora of the skin considerably if used regularly. Such soaps are valuable in surgical scrubbing; around restaurants; food handling establishments; hospitals, etc. where communication of disease is of special concern; in industrial plants to cut down on infections and dermatitis; and for general antiseptic use.

West Disinfecting Co.'s antiseptic soap, a liquid product has been introduced into the institutional and industrial field. The manufacturer suggests, according to *Chemical Industries*, that personnel wash their hands five days a week several times a day, avoiding intermittent use of other soaps, to achieve maximum antiseptic effectiveness through the cumulative action of the hexachlorophene. The soaps contain lecithin, an emollient to eliminate the drying out effect of repeated washing. This has particular appeal to those who need prolonged scrubbing followed by a strong germicidal rinse.

Another product, Winthrop-Stearns' pHisoderm-hexachlorophene 3% is a pre-operative scrub for surgeons and nurses. This combination of pHisoderm (detergent emulsion of an ether sulfonate, lanolin cholesterol and petrolatum having the same pH as the skin and 3% hexachlorophene is recommended as a two-minute scrub to replace the long washup common in the medical profession.

In surgery "scrubbing up" is still the standard sterilizing procedure before an operation. Here many microorganisms are removed mechanically. The soap-water mixture is helpful as well. Thorough washing of the hands with the formation of a good lather with an ordinary soap is sufficient to destroy any adhering diphtheria bacilli, streptococci and

pneumococci, meningococci, influenza bacilli and spirochetes pallidus.

The activity of the soap is greatly increased by raising the temperature of the water. Dr. Walker has shown that the germs of meningitis and gonorrhea were destroyed in an exposure of 2½ minutes at 20°C by 1 : 640 dilutions of white floating soap, coconut oil soap, brown bar (laundry) soap, perfumed soap, sapo Mollis and olive oil soap. The gonococcus was even more susceptible, being destroyed by dilutions of 1 : 1280 of white floating soap and coconut oil soap. Yellow household soap has decidedly more germ-destroying effect on streptococci than refined toilet soap and soft soap.

Medicated Soaps

Medicinal or medicated soaps are those to which antiseptics or other therapeutic remedies are added to secure a certain therapeutic action. Dr. Th. Cornbleet, in a report on the effects of soap on the hair, states that medicated soaps are used much more in Europe than in the United States. Mercury bichloride is a frequent constituent of these fortified soaps. It is irritating to many when it is present in a concentration sufficient to be effective.

Tar soaps are the most popular of this class, though some people are sensitive to tar. The sovereign

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remedy for seborrhea and its group of skin diseases is sulfur. The use of salicylic acid in soaps is about the same as with tar. The incorporation of borax, boric acid, witch hazel and similar bland substances in soap, seldom does any harm, but their efficiency is modest.

Some compounds such as mercuric iodide, are bactericidal when incorporated in soaps, according to Drs. Kooyman and Halberstadt. Many other materials lose their germicidal power in the presence of soap. Soaps containing cresylic or carbolic acid are less antiseptic than either the soap or the cresylic or carbolic acid alone when used in the same concentration.

Traub, Newhall and Fuller have described the use of G 11 (hexachlorophene) in soap. The regular use of toilet soap containing the compound in a concentration of 2 per cent reduces the number of germs on the skin. A person using this soap regularly has a lower germ count after 2 minutes of washing than a person who washes for 20 minutes with ordinary toilet soap.

Dr. Traub and his research staff suggest the use of this new compound also in soap or in other vehicles destined for protection against skin infections from barber shops or beauty parlors, as well as against hair follicle infections from cutting oils and the like.

Round-the-clock Freshness

On the consumer level, according to *Chemical Industries*, at present bar soaps are being sold for protection against odor-producing skin bacteria. Armour's Dial which is advertised as giving "round-the-clock freshness" through G-11 (AT-7) was the first to challenge Lifebuoy which was being sold for "B.O." long before hexachlorophene came along.

In addition to the germ-destroying effect, a de-toxifying effect has been attributed to soap. Larson and Nelson have found that, when castor oil soap was added in sufficient quantities to tetanus or diphtheria toxin, these toxins were entirely detoxified. Some observers have advanced the theory that the antibacterial effects of soap solutions may be due in part to the action of soaps on the fatty substance in the capsule of certain microorganisms.

The *Journal of the American Medical Association* has been asked by one of its readers whether all tincture of green soap should be sterilized when it is used in the preparation of patients for operation. This in fact is a troublesome

procedure, since the soap becomes spilled or bubbles out into the autoclave.

In its reply, the *Journal's* expert pointed out that many men have substituted plain white soap for tincture of green soap both for washing their hands before an operation and for the preparation of the field of operation.

Clinical observations covering a considerable period of years have indicated that as a result of this substitution even better results are being obtained as far as healing is concerned. Furthermore it seems that plain white soap is less irritating both to the hands of the surgeon and to the skin of the patient. The white soap that is used, is not sterilized.

Dr. R. H. Jackson and R. H. Jackson, Jr. stated that mechanical cleansing with soap and water before closure of a wound efficiently and harmlessly removed agents of primary wound infection with staphylococci, streptococci and similar germs likely to be present in the air. Other surgeons reported that the area around the wound where skin grafting is to be done, was thoroughly cleansed with plain white soap and water and without support of antiseptics. Infection did not occur.

Ammoniated Toothpaste

GLYCERINE has a well established role as a major ingredient of toothpastes. Hence it is not surprising to learn that very substantial proportions of glycerine are also used in the formulations of the new "ammoniated" toothpastes. Because of the possibility of the breakdown of the ammonium compounds in such dentifrices, special technics had to be developed for manufacturing these toothpastes. Not surprisingly, considerable secrecy has surrounded the production of these items.

However, through the cooperation of L. A. Kramer, of the Technical Service Department of the Victor Chemical Works, Chicago, Ill., a working formula for making an ammoniated toothpaste has been made available. While it is difficult to say just how closely the following procedure compares with the commercial methods, Kramer points out that it will provide a good starting point for those interested in this type of product:

Tricalcium phosphate	
(Victor)	26.67 per cent
Glycerine	45.40 per cent
Water	15.40 per cent

Flavoring (peppermint)	0.58 per cent
Gum tragacanth	0.96 per cent
Saccharin	0.10 per cent
Surface active agent	
(Nacconol LAL) ..	2.89 per cent
Diammonium phosphate, Powd. FF ..	5.00 per cent
Urea, 100-mesh	3.00 per cent

Allow the gum to expand in the water at room temperature for 30 minutes, add the glycerine and mix well. Slowly add the tricalcium phosphate to this solution and mix thoroughly. Mix in the remaining constituents in the following order: Saccharin, flavoring, diammonium phosphate, urea and surface active agent. After adding the surface active agent, mix no longer than necessary to obtain complete distribution.

N.B. It should be noted that all such products are sold under license from the University of Illinois, and a formula of the type above should not be marketed without suitable patent arrangements.

Stopcock Lubricants

THE addition of appropriate quantities of finely-divided solids such as silica, to glycerine-base lubricants, increases their life in stopcocks manyfold. According to a report in the *Canadian Journal of Research* (27F:318,1949), J. R. Farnaud and I. E. Puddington tested the viscosity of various lubricants by extrusion from a capillary under pressure. The lubricating value was tested by repeated turning of a lubricated ground glass joint under constant loads until seizing or lubricant streaking occurred.

It was found that lubricating value is in general proportional to the viscosity, though cases of false viscosity were encountered. The addition of 25% of silica to glycerine increased viscosity from 8 to 1,100 poises, while the lubricating value increased from 36 to 815 cycles. They also found that certain forms of silica, probably containing some impurities, produced somewhat thixotropic mixtures with glycerine which were highly satisfactory lubricants.

Pennsalt Develops New Heavy Grease Cleaner for Laundries

Erustolax, a new solvent emulsion type cleaner primarily designed for the removal of extremely oily and greasy soil found in overalls and wiping rags, is now being offered by the Laundry and Dry Cleaning Department of the Pennsylvania Salt Manufacturing Co., Philadelphia.



After-shave lotion in stick form

Solid after-shave lotion is the latest offering by John Hudson Moore, Inc., New York. The product, called Sportsman Toddy Stick, is wrapped in foil and packaged in a jar with an ice-green cap lined with matching foil. Toddy Stick will retail for 1.00 plus tax and is being promoted as a gift item as well as for use by the purchaser.

More stable bottles for shampoos, rinses, and home wave kits could be sales builders for manufacturers who now use bottles which will fall from a shelf at the slightest touch. Once a woman has been unable to complete her shampoo because of a bottle tipping over she is likely to switch to a brand like Halo, which comes in a horizontally ribbed bottle with a low center of gravity, or else a shampoo packaged in a tube. Glass bottles aren't the only offenders; the plastic kind are just as likely to spill because of their light weight.

Nursery rhymes are the latest addition to Mennen Co.'s baby powder. Last year the company introduced the product in a new metal can incorporating a rattle.

Avon Allied Products ran its first consumer magazine ad for its line of men's toiletries in the May issues of eight consumer magazines.

Prince Matchabelli, New York, is promoting a cologne stick and four ounce flask of cologne in a combination package. The package for the two forms of Potpourri fragrance is an acetate sleeve surrounding box containing the cologne with two loops forming a holder for the cylindrical cologne stick container. The package retails for \$1.50.

Stoneware containers for perfumes and colognes have proved so successful in many Scottish and Irish tourist centers that large or-

New Packaging and Promotions

ders have been placed with stoneware manufacturers in Scotland. The small flacons or jars are hand decorated in appropriate motifs to suit the particular area where they are used.

Display cards for Pond's creams feature a photograph of a model whose appearance is quite different from that of the sallow beauties used in most cosmetic advertising. Since the model is not too pretty, but looks attractive and alive, the customer tends to take a more optimistic view of what can be done with her own face than she would if the model had the flawless but dead looks of most cosmetic ad models. The card is part of Pond's "Your face is what you make it" campaign and that legend is printed under the photograph.

Sun and Windproof Lotion is being promoted as a summertime item by Helena Rubinstein, New York. The new product is packaged in a polyethylene bottle with a spray top. Expected to be a big seller, the lotion is said to act as a make-up base as well as an invisible sun tan lotion. It will sell for \$1.00 plus tax.

The trend toward simplicity and legibility is labelling is shown clearly by comparison of the two labels. The new packages of Dorothy Perkins Co., St. Louis, use a



From foil label to ceramic lettering

permanent fired-on green lettering matching the green jar caps. Decorating, glass, and caps are by Hazel-Atlas Glass Co., Wheeling, W. Va.

Aimed at refill demand, which constitutes an estimated 85 per cent of home wave sales, the new Ogilvie Sisters Home Permanent omits curling rods, allowing customers to use plastic curlers presumably acquired from previous

home permanent kits. The new item is being test-marketed in New York, Chicago, and Los Angeles and retails for \$1.50.

A reusable satin-lined case is the container for three purse sized bottles of Schiaparelli perfumes now on sale. The bottles are cushioned in the satin folds so that the case can be used as a jewel box or other container without removing the liner. The outside of the box has a design composed of hearts with the Schiaparelli name repeated numerous times in small type. The box with three private-mold bottles of perfume sells for \$8.75.

Northam Warren Corp., New York, is again offering a combination package of Cutex Polish Remover and Cuticle Remover, at a reduced price. Ordinarily a 60¢ retailer, the combination now sells for 45¢.

Frosted nail enamel in three shades of pink has been added to Revlon's line of platinum, gold, and bronze metallic enamels. The six shades retail for 75 cents each.

Squire, a new deodorant stick, is being distributed by Pat Williams. The stick is being promoted as a men's item and will sell for \$1.00.

A miniature Zigane purse size non-spill bottle has been adopted by Parfums Corday, New York, N.Y. To further glamorize the packaging of the larger size container of this perfume the violin shape of the magenta satin box is now repeated in the bottle itself.

For that cranium-hugging haircut and "spit" curls, Shulton, Inc., New York N.Y. is promoting its new Early American Old Spice Brilliantine, a new formula hair pomade. In a rose and spice scent, a 1½ oz. jar will retail for \$.50.

Dryad, liquid deodorant made by the Andrew Jergens Co., has reached cosmetics counters in stores. The new product is packaged in a squeeze bottle and is designed to supplement the firm's Dryad cream deodorant. The liquid retails for \$.49.

The American Perfumer

Hints for Improving Production

Packaging Machinery Manufacturers Institute to meet in Hot Springs, Va. September 23-26 . . . Use of mirrors in the factory to aid production . . . New and Improved Equipment

THE Packaging Machinery Manufacturers Institute will hold its 18th annual meeting at the Homestead, Hot Springs, Va. September 23-26. Edwin H. Schmitz, Standard-Knapp, Portland, Conn. is chairman of the program committee. Wallace E. Coughlin, Pneumatic Scale Corp. is president of the Institute. Offices of the Institute from which details may be obtained are at 342 Madison Ave., New York, 17, N.Y.

Mirrors are Useful

The use of mirrors in the factory can contribute in many ways to more efficient production. Thus jams in equipment may be avoided and the level in filling machine hoppers may be maintained by the use of mirrors. They are inexpensive and may be had in various sizes to suit any particular situation. Sometimes, as pointed out by Ralph Auch, the engineer, it is necessary to install an extra electric switch for remote control or to move one to a more convenient location. Again, an extension on the valve for a liquid line or on the slide on the discharge of a paste or powder hopper is also necessary. The use of mirrors is not confined to the manufacturing and assembly areas. If set at the right angle large mirrors permit seeing around corners of the conveyor system in shipping and receiving departments. It has also been found advantageous to employ one or more on new equipment, especially where one operator cares for two or more pieces of equipment such as filler and capper or three case sealers.

New Colorimeter

The Leitz Industrial Rouy photometer cuts functional error to less than 1.1 per cent according to E. Leitz Inc. The instrument is of

value in routine processing analyses in various industries wherever colorimetric analysis spells better process controls.

Leather Hand Pads

For use where hand injuries or infection is a risk, Safti-Mitt Handpads, made of leather for long



Snap Fastened Strap Keeps Pad on

wear, are offered by the General Scientific Equipment Co. They are made to be adjustable to any size and are sold at a low cost.

Coating to Prevent Rust

A heat resisting coating for use on tanks and other metallic surfaces to prevent the formation and the spread of rust is offered by the Wilbur & Williams Co. It is available in six colors and clear and comes ready mixed for brush or spray application. It has a high gloss and it is claimed it will not rub off after drying. It is said to be effective even when applied over solid rust and damp surfaces.

New Gear Motors

A new line of gear motors is announced by Foote Bros. Gear & Machine Corp. and the Louis Allis Co. The new methods under which they are made have produced it is stated new high standards of performance with regard to load carrying capacity, wear life,

quietness of operation and compactness of design. They are manufactured in 17 sizes and provide single, double and triple reduction units having output speeds from 780 rpm down to 7.5 rpm. Horsepower ratings from 1 through 75 are available.

Glueless Labelers

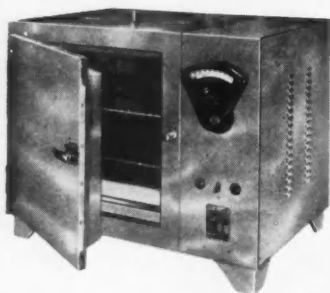
New No-Glu labelers, using heat seal or thermoplastic labels are offered in two models by the Dumatic Industries. According to the makers, the wrap-around model gives a complete wrap around label with an overlap and the spot model is for labeling up to half the distance of a round container and also flats and odd shapes. The machines, it is added, employ a simplified method of operation and no preparation or clean up time is required. The unit weighs 250 lbs., is portable and handles up to 50 containers per minute the company states.

Dissipating Static Charges

Probably every user of analytical, semi micro and micro balances experiences the disturbing effects of static electricity. Many chemicals become charged when being handled during weighing. Static electricity is also formed when the watch glass or weighing tube is wiped or brushed clean in preparation for use. The effect of the charge is either to scatter the chemicals from the watch glass or to make them stick tenaciously. To eliminate static charges from balances and charged surfaces E. Matchlett & Son offer the Reco Neutra-Stat. The unit may be kept outside the balance case to neutralize weighing tubes or watch glasses before they are introduced within the case or it may be placed inside the balance case.

Ovens for Drying or Preheating

High temperature electric gravity convection ovens are offered by the Modern Electric Laboratory for production or laboratory work requiring precisely con-



Ovens for Clean Dry Heat

trolled clean dry heat above the average in drying or preheating. The ovens have a double walled housing and all sides have five in. of dual insulation. A series of intake ports at the bottom allows fresh air to enter and be diffused through a perforated diffuser plate. An electric indicating and controlling hydraulic unit automatically maintains the temperature inside the oven it is stated.

Micro Bellows Pump

For pumping low boiling liquids and liquefied solids as well as viscous materials the Corson-Cerveny micro-bellows pump is offered by Research Appliance Co. It is especially useful for laboratory scale pumping of materials which are liquid at room temperatures. It is a pulsation type pump which is said to deliver a constant rate. The rate is variable depending on the size of the bellows and position of the adjusting nut. It has no packing gland or stuffing box and uses a stainless steel bellows.

Nozzle for Wide Angle Spray

A unique patented spiral principle affording unusually wide angle sprays is announced by the Bete



Spiral Nozzle for Wide Angle Spray

Fog Nozzle Co. In addition to the wide angle of spray the new nozzle was designed for low flow rates

and is said to require extremely low pressures. It will produce, the makers says, fine and uniform drop sizes with a 180 deg. umbrella spray pattern of wide coverage. It is relatively nonclogging and may easily be cleaned by means of a removable pin. It is offered in two sizes.

Safeguarding Drinking Water

The purity of drinking water is safeguarded as it is being bottled in Los Angeles by a drinking water company with Westinghouse germicidal sterilamps, according to an announcement of the Westinghouse Electric Corp. The production line, which takes advantage of modern mechanical aids to achieve virtually automatic production, normally bottles up to 100,000 gal. daily. On the main production line 20 of the long, tubular sterilamps have been installed to cover every step of the production where bottles or water are exposed to the air. In addition another 20 lamps of the same type are used in a specially designed cylindrical sterilizer through which the water passes for a final intensive sterilization.

Automatic Bottle Washing

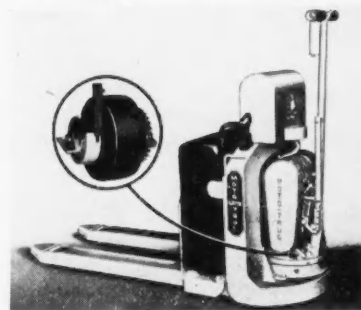
A compact, self contained bottle washer handling all sizes up to one gallon is offered by the Ogden Filter Co. Bottles are placed on spring steel wire holders on the arms of the unit. The bottles go through a preliminary hot water rinse, then a wet steam rinse followed by a detergent wash. After this they pass through a clean hot water wash and are dried by hot air. It is an all steel machine complete with pumps; motors and drive mechanism come with or without a heat exchanger. High jet pressure is depended upon to produce turbulence in the bottles by simulating scrubbing action. Production up to eight bottles per minute can be achieved.

Horizontal In-Line Filter

For sanitary in-line filtration of liquids a horizontal plate type of filter having one square foot of filtering space is offered by the Sparkler Manufacturing Co. It may be installed in the production line without a separate pump if the pipe line pressure is sufficient for filtering purposes. Otherwise an auxiliary pump should be installed ahead of the filter. Either filter cloth or paper may be used. All parts including one-inch sanitary tubing connections are of steel.

Light Pallet Truck

A new, shorter, lighter 12 or 18 volt pallet truck for operating in smaller spaces is offered by the Moto-Truc Co. It has an automotive type, internal expanding



Light Pallet Truck with Automotive Brake

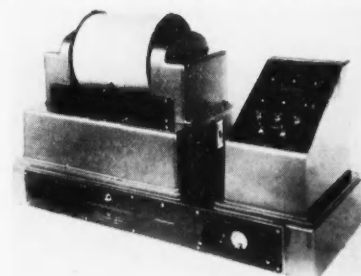
brake mounted on the side of the drive wheel as an integral part. The roller type handle controls two speeds forward and two reverse. An electric pump is located on top of the truck for accessibility.

Stainless Fastenings

Many types of stainless steel fastenings which are said to be highly corrosion resistant are offered by the Carpenter Steel Co. They include bolts and nuts for use where acids, etc. are employed in the chemical process.

New Infrared Spectrophotometer

A new double beam infrared spectrophotometer with a wider range of operating variables announced by the Perkin-Elmer Corp. is said to be the first infrared spectrophotometer that meets the demands of the structural chemist for high resolution and sensitivity and the analytical chemist for speed and accuracy. Model 21, as it is known, records directly in percent transmission against a wavelength scale on large, easily read charts. Use for the versatile instru-



Wider Range of Operating Variables
ment may be found in practically every application of infrared spectrometry.

U.S.I. CHEMICAL NEWS

June

★

A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries

★

1950

Hydrocarbon Synthesis Source of Acetaldehyde And Propionaldehyde

Compounds Are Important
Raw Materials for Syntheses

The hydrocarbon synthesis will soon provide a new source of two members of the chemically active aldehyde series, acetaldehyde and propionaldehyde. These compounds are important intermediates in countless chemical syntheses. The two aldehydes will be available from U.S.I. shortly after plant operations are initiated.

An extremely volatile, colorless liquid with a strong, penetrating odor, acetaldehyde is widely used as a chemical raw material in the production of other organic chemicals. It is used in the manufacture of pentaerythritol, a polyhydric alcohol important in the production of alkyd resins, and in making the resin, polyvinyl acetal.

Currently, the largest use of acetaldehyde is to produce acetic acid by catalytic oxidation. The U.S.I. acetaldehyde to come from the synthesis will be carefully separated from a water solution and subsequently purified to most rigid quality specifications.

Propionaldehyde has physical properties between those of acetaldehyde and butyraldehyde. The reactivity of the aldehyde group and the ready replacement of the alpha hydrogen makes it of wide use in chemical syn-



Wetting, Penetration Of Surface-Active Agents Measured by New Method

A new method has reportedly been devised to determine comparative wetting and penetrating qualities of surface-active agents. The new technique involves adding a definite volume of surface-active agent solution to the most porous of a series of five stainless steel filtering crucibles having sintered, stainless steel filtering elements of varying porosities. A record is made of the time in seconds required to deliver the first drop and the first milliliter of solution. Based on the time for delivery under each category, a rating is given and the comparative wetting and penetration of each surface-active agent studied are evaluated, according to the scientists who developed the new technique.

The same method is said to be applicable for copper, bronze, medium steel, glass, canvas, cloth, and other textile materials; it reportedly can also be used in research on metal cleaning problems.

New Book on Safe Handling Of Radioactive Isotopes

A new 30-page booklet on safe handling of radioactive isotopes, conveniently subdivided for ready reference, is said to include tabulations of properties of the principal isotopes.

U.S.I. Launches 1950 Program For Truck-Crop Insect Control

On-the-Job Tests in 1949 Proved U.S.I.'s CPR Dust Base
Is Faster, More Versatile, Longer Lasting than Rotenone

In 1949 American truck farmers, who use over a billion pounds of insecticides each year, found a new, powerful ally in their war against crop insects—U.S.I.'s CPR Dust Base. This combination of piperonyl cyclonene, pyrethrins, and rotenone was thoroughly field-proved last year and test results show that CPR:

1. Proved effective against a wide variety of insects, including certain destructive insects

Two New Free Booklets on Farm Insect Control

Tips on economical insect control—on the dairy farm and on the truck farm—are contained in two new free booklets available now from U.S.I. "Controlling Insects on the Dairy Farm" presents important data on Pyrethroids

and includes frank discussions of: the dollar side of insect control; choosing an insecticide; how to apply insecticides; how to avoid toxic hazards and contamination of milk; and effectiveness and range of control.

The new, informative booklet on truck-



crop insect control, "CPR," presents data on the impressive results achieved in actual on-the-job tests of CPR conducted during 1949. It also contains important information on just what insects CPR controls and how CPR prevents the hazard of toxic residues. For free copies, write the Editor, U.S.I. Chemical News.



*Reg. U.S. Pat. Off.

Methionine-Supplemented Soybean Meal Is Found Equivalent to Egg Protein

Recent work at a leading eastern university has shown that the protein of soybean meal has a biological value equal to that of whole egg protein when supplemented with methionine. The addition of approximately 0.2 percent methionine to soybean meal resulted in a protein which was retained as effectively by the animal as whole egg protein. The addition of whole egg to the ration containing soybean meal and methionine did not further enhance the value of the protein in the experimental rations. The work was carried out on hogs using a diet made up of 10% protein derived entirely from soybean meal.



In 1949, their first season of commercial use, CPR-based insecticides proved they have the versatility needed for all-around, all-season truck-crop insect control.

against which rotenone alone is not too effective, such as the green clover worm, the diamond back moth and the imported cabbage worm;

2. Demonstrated a killing potency six times faster than rotenone itself, with CPR effecting a kill in 12 hours and rotenone in 72 hours against the same insects;

3. Indicated a more effective residual power, with CPR lasting from 5 to 6 days, and rotenone from 2 to 3 days, under field conditions.

Prevents Toxic-Residue Hazards

CPR Dust Base was introduced by U. S. Industrial Chemicals because of the apparent need of an insecticide that combined low toxicity with effectiveness. Growers can use CPR-based insecticides right up to and during harvest. No special processes are needed to remove deposits from CPR-treated crops. The washings ordinarily given to fresh vegetables before canning or packing are sufficient, because CPR leaves no toxic residues.

Nation-wide Tests

Last year's investigations of CPR dusts had the cooperation of 31 federal and state-supported institutions and 15 actual or potential customers in tests on insects destructive to small fruits, vegetable crops, and ornamentals.



June

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U.S.I. CHEMICAL NEWS

★

1950

CONTINUED Insect Control

The dust was used in practically all sections of the country, both commercially and experimentally, throughout the year. The positive results against a wide range of insect life are sufficiently conclusive to regard CPR Dust Base Materials as ideal general purpose insecticides for use in the vegetable, small fruit, and ornamental field.

CPR-based insecticides were shown to be particularly outstanding against the principal



This is what happens to healthy bean plants when Mexican bean beetles move in. Once an infestation reaches the pupae stage shown above, the damage is done. A treatment with CPR when beetles first appeared could have prevented it.

insects affecting beans, including the Mexican bean beetle, the bean leaf beetle, the green clover worm and bean thrips—also against worms and loopers on cruciferous crops, flea beetles, blister beetles and many other leaf-eating insects. Other recommendations for CPR formulations, made possible by reported observations, include onion thrips, corn-ear worm, diamond back moth, melon worm, pickle worm, squash vine borer, omnivorous leaf tier, lygus campestris, asparagus beetle, webworm, and box-elder bug, the latter an ornamental pest.

Uses Superheated Steam In Spray Painting

Recent research experiments indicate use of superheated steam in spray painting instead of compressed air has these advantages: one pass application for 2 mils of film, and increased efficiency (less overspray). Boiler employed in the experiments is described as self-regulating and free of flame or fire hazards and all low-water danger. It is said to have no coils or tubes to burn out, scale, or to need replacing.

CONTINUED Aldehydes

thesis. Propionaldehyde condenses with itself to form an aldol which may be dehydrated and hydrogenated to yield 2-methyl pentanol, a hexyl alcohol of promise in the manufacture of plasticizers. With formaldehyde, propionaldehyde condenses to form pentaglycerol, a trihydroxy alcohol superior to glycerine and pentaerythritol for some uses. Polyvinyl propional resins have properties similar to polyvinyl acetal but better adapted to some applications.

Propionaldehyde may be used to modify thermosetting resins for which other aldehydes are raw materials. It may be oxidized to propionic acid or hydrogenated to n-propyl alcohol. Condensation with amines produces rubber accelerators. Reactivity of the material makes possible the synthesis of materials of interest to the pharmaceutical industry.

Specifications

Propionaldehyde Content by wt.	96.0% min.
Specific Gravity 20° C. (in air)	0.803 to 0.809
Color (ASTM D-268)	Water White
Acidity, % by wt. as propionic	0.5% max.
Distillation Range	4° C., incl. 47.9
Non-volatile matter, gm/100 cc., Max.	0.005
Heavy Metals, % by wt., Max. (Calc. as Iron)	0.005
Odor	Characteristic

TECHNICAL DEVELOPMENTS

Further information regarding the manufacturers of these items may be obtained by writing U.S.I.

A new-type container for packaging toiletries, deodorants, medicinal and household creams and waxes, reportedly combines features of the collapsible tube and the "hard-covered" container. A twist of the bottom of the container is said to force ingredients up and out, leaving the cylinder intact. Tube may be readily emptied and exact amounts required can be delivered each time, the makers state. (No. 569)

An electric motor run continuously on a small flashlight battery, 1 1/8" high by 1 1/8" wide, has a speed of approximately 10,000 rpm on a 3-volt battery, the manufacturers claim. (No. 570)

A new washable non-skid floor coating for walk-in deep-freezes and refrigerators, slaughter houses, hotel kitchens, and hospitals, is said to be unaffected by fruit juices, butter, milk, and blood. (No. 571)

To restrain oxidation of soaps and resulting rancidity and discoloration, an amino compound which can be employed in either soda or potash soaps is available. It is said not to impart odor or color to soaps or to affect their efficiencies. (No. 572)

To simplify spray painting and permit control of "spray pattern" width from slightly more than an inch to over 12 inches, a new spray gun with a controllable nozzle and 4-finger trigger is on the market. (No. 573)

An automatic pipette for safe, accurate, convenient dispensing of liquids used routinely in small quantities, will handle volumes up to 2.0 ml., it is claimed. An adept operator can use the pipette 20 to 30 times per minute, according to the makers. (No. 574)

A new stopper and unloading device for emergency use on tank cars, said to stop wild flow as soon as it is put in place, permits unloading of contents without necessity of unloading overhead. (No. 575)

An aluminum foil-backed wrapping paper for vaportight packaging of new and spare parts is described as waterproof, scuffproof, and resistant to oils, greases, mild alkalies and acids. (No. 576)

For imparting fire-retardant properties to all types of cellulosic fabrics, a new low-cost chemical composition is reported available. (No. 577)

Viscosity measurements directly in centipoise units without need for calculations are reported possible with a new instrument providing highly reproducible results, having unusual sensitivity over its full range, simple to operate, and applicable for any liquid of the free-flowing, Newtonian type. (No. 578)

PRODUCTS OF U.S.I.

ALCOHOLS

Amyl Alcohol (Isoamyl Alcohol)
Butanol (Normal-Butyl Alcohol)
Fusel Oil—Refined
Propanol (Normal-Propyl Alcohol)

Ethanol (Ethyl Alcohol)

Specially Denatured—all regular and anhydrous formulas
Completely Denatured—all regular and anhydrous formulas
Pure—190 proof U.S.P., Absolute—200 Proof
Solox—proprietary solvent—regular and anhydrous

ANTI-FREEZES

Super Pyro® Anti-Freeze
U.S.I. Permanent Anti-Freeze

ANSOLS

Ansol® M
Ansol® PR

ACETIC ESTERS

Amyl Acetate—Commercial and High Test

Butyl Acetate
Ethyl Acetate—all grades
Normal-Propyl Acetate

OXALIC ESTERS

Dibutyl Oxalate
Diethyl Oxalate

PHTHALIC ESTERS

Diamyl Phthalate
Dibutyl Phthalate
Diethyl Phthalate
Diisooctyl Phthalate

OTHER ESTERS

Dialol®
Diethyl Carbonate
Ethyl Chloroformate

INTERMEDIATES

Acetoacetanilide
Acetoacet-ortho-chloroanilide
Acetoacet-ortho-toluidide
Acetoacet-para-chloroanilide

Ethyl Acetoacetate
Ethyl Benzoylacetate
Ethyl Sodium Oxalacetate

ETHERS

Ethyl Ether, U.S.P.
Ethyl Ether, Absolute—A.C.S.

ACETONE—A.C.S.

FEED PRODUCTS

Choline Concentrates
Curbay B-G®
DL-Methionine
Riboflavin Concentrates
Special Liquid Curbay®
U.S.I. Animal Protein Factor Supplement
Vacatone® 40

RESINS (Synthetic and Natural)

Arachem®—modified types
Arafene®—pure phenolics
Aroflat®—for special flat finishes

Aroplaz®—alkyds and allied materials
Congo Gums—raw, fused & esterified
Ester Gums—all types

Natural Resins—all standard grades

INSECTICIDE MATERIALS

CPR Concentrates: Liquid & Dust
Piperonyl Butoxide
Piperonyl Cyclonene
Pyrene® Concentrates: Liquid & Dust
Pyrethrum Products: Liquid & Dust
Rotenone Products: Liquid & Dust

INSECTIFUGE MATERIALS

Indalone®
Triple-Mix Repellents

OTHER PRODUCTS

Collodions
Ethylene
Nitracellulose Solutions
PIB®—Liquid Insulation
Urethan, U.S.P.
Special Chemicals and Solvents

*Reg. U.S. Pat. Off.

U.S.I. INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y.



BRANCHES IN ALL PRINCIPAL CITIES

New Products and Developments

Small Sized Aerosols

Small sized aerosol containers made of aluminum are being sold in ready to fill 1 oz., 2 oz., 3 oz. and 4 oz. sizes complete with pin and spring type valves and unattached bottoms by the Sun Tube Corp. The valve consists of a polyethylene push button knob to which a gasket spring tube and metal pin are assembled. The containers may be filled by conventional equipment or can be handled by custom filling concerns the company states. After the container is filled the bottom is seamed into place.

Glyceryl Mono Ricinoleate

Glyceryl (mono) ricinoleate is now being produced by a new process according to Glyco Products Co. Inc. which makes possible the production of an improved, lighter colored product not dispersible in water. It is offered also at a lower price than heretofore available. Its use as an emulsifying agent and stabilizer for water-in-oil emulsions is emphasized. It is also stated to be compatible with and may be modified with cationic and anionic surface active agents for use as an emulsifier for oil-in-water emulsions.

Sales Motivators

Sample sets of a new series of six "sales motivator" broadsides are being offered free to sales executives by Belnap & Thompson Inc. The motivators feature a wide and varied selection of nationally advertised merchandise prizes in specific retail price ranges from \$5 to \$70. Each broadside features 24 to 31 merchandise prizes. They are used for short period sales campaigns and as pep injectors for long range campaigns.

Trade Literature

Over 1000 new products and services are listed in the 1950 compilation of the Journal of Commerce fifth annual new products survey. The products of over 60 industries made by more than 750 of the leading manufacturers are listed. The survey sells for 50 cents.

Facts for Business Policy is the subject of a four page leaflet gotten out by Arthur D. Little Inc. which will be sent on request. Among the subjects briefly treated are: Diversification and Growth, Distribution Policy, Revitalizing Product Lines, Potential Markets, Marketing Effectiveness, Product Acceptance, Appraising Trends and allied subjects. The purpose of the leaflet is to call attention to the service of the organization in making field surveys, and in aiding companies in reaching decisions on matters of strategic business policy.

The chemistry of guanidine is the subject of volume 4 in the series of Cyanamid's Nitrogen Chemical Digest which has been issued by the American Cyanamid Co. The guanidine structure is involved in a number of important synthetic pharmaceuticals etc. and because of the reactivity of the molecule it is of value to the research chemist. The booklet was written to call attention to the variety of chemical syntheses which are possible with this versatile intermediate and to the number of industrial uses which have been found for various guanidine derivatives.

Why Glycerine for Drugs and Cosmetics? is the subject of a 20-page booklet issued by the Glycerine Producers' Assn., 295 Madison Ave., New York, N.Y. that gives basic technical data to the chemist with interesting facts about usage for the non-technical buyer. U.S.P. glycerine has four major properties—as an humectant, a solvent, a sweetener and an antiseptic. The booklet will be sent on request.

A Guide to a Better Beginning is the way Florasynth Laboratories, 1513 Olmstead Ave., New York, N.Y. refers to its new 28-page catalog covering an extensive variety of flavoring, aromatic and essential oil material utilized in the processing of foods, cosmetics and soaps. In addition to product listing, several categories include suggestions for the use of the product or complete breakdowns of the contents. The company represents Schmoller & Bompard, Grasse, France, in the United States. Copies may be had for the asking.

A display guide for Spring and Summer featuring seasonal photo-murals, continuous design materials and three-dimensional display units all in color as well as standard construction materials and novel display accessories has been issued by Sherman Paper Products, Inc. It gives ideas for building displays at moderate cost.

A manufacturers', chemists' and buyers guide is the way William A. Hoffman, Inc., 366 Broadway, New York, 13, N.Y. describes its raw materials for perfumers, soap makers and flavor manufacturers. The company is exclusive distributor for T. Noiro & Cie, Nancy, France makers of concentrated juices, flavors and distilled concentrates; Francesco de Pasquale fu Santi, Messina, Italy, producers of citrus oils, fruit concentrates and jasmin concrete; and Joseph Wurth, Vienna, Austria distiller of Hinterseber's Tyrolean pine oils, etc.

The USSR Journal of Applied Chemistry is now available to American research laboratories and libraries in English translation. Subscribers to the English translation will receive complete translations of each 1950 issue within seven weeks after its arrival in this country. The Consultants Bureau is taking subscriptions at \$80 per year. The Journal of Applied Chemistry of the USSR is also being translated and the annual subscription in English translation is \$95.

The complete line of corrugated mailing and small shipping cartons offered by Corrugated Paper Products Inc. is described in a two page leaflet which will be sent to anyone interested.

How far can a state tax collector pursue a recalcitrant taxpayer is one of many questions answered in one of the recent issues of Taxes, a magazine issued by the Commerce Clearing House.

D & O News, the interesting and informative house organ of Dodge & Olcott Inc., New York, N.Y. is one year old. The most recent issue had interesting articles on French perfumes and specialties and Mexican vanilla as well as other miscellany about executives of the organization.

Use this

Rule of Facts

for measuring Advertising Values

**Send the Right
Message to the
Right People**

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.



A.B.C. AUDITED CIRCULATION FACTS AS A BASIC MEASURE OF ADVERTISING VALUES

THERE is no substitute for FACTS. That goes for measuring advertising values or making laboratory tests of materials for your factory. When you buy advertising space in a publication you have a cash investment in every copy of the issue that carries your sales message. Obviously some of the people who receive the paper are better prospects for your goods and services than others. Thus the distribution of your advertising, via the publication, becomes a No. 1 factor in the success or failure of your investment. To appraise a publication's advertising value to your business therefore it is necessary to have all the facts about its circulation.

Factual information regarding the identity, quality and size of business paper audiences is available to advertisers in the reports issued by the Audit Bureau of Circulations. The Bureau, a cooperative association of 3300 advertisers, advertising agencies and publishers, has established standards for measuring circulations—maintains a staff of experienced circulation auditors to audit the circulations of publisher members—issues the information thus obtained in A.B.C. reports for space buyers to use in evaluating, comparing and selecting media.

The audited information in A.B.C. business paper reports includes the answers to these questions: **How much paid circulation? How much unpaid? What do subscribers pay? What is their occupation or kind of business? Were premiums used as circulation inducements? How many subscribers renewed? How many are in arrears? Where are the subscribers located?**

By using the audited information in A.B.C. reports in connection with market facts you can accurately judge media for its advertising value to your business. This business paper is a member of the Audit Bureau of Circulations. Ask for a copy of our A.B.C. report and then study it.

THE AMERICAN PERFUMER

WASHINGTON PANORAMA



by **ARNOLD KRUCKMAN**

IT is certain there will be no further development in the Toiletries Trade Practice Rules proposal until next Fall. The Federal Trade Commissioners will close their docket for all proceedings of this nature on May 30, 1950. The new plan is founded on the basis of working in a manner similar to the way in which the Supreme Court functions. The Justices of the Supreme Court quit their formal Court work at the end of May and resume their proceedings in the august chambers in the Fall. In the meantime they each take with them, wherever they may go, a mountain of work upon which they ponder and which they process in more tranquil surroundings than the simmering, stewing heat of the Capital.

Chairman Mason has long striven to introduce into the functioning of the Federal Trade Commission something that is broadly parallel to the atmosphere of the Supreme Court. He conceives of the Federal Trade Commission as the business man's ultimate court. He thinks, apparently very rightly, that the Federal Trade Commissioners can process the causes that come before them, and which are unfinished when summer comes, with much more benefit and profit to the business people involved, by doing as the justices of the Supreme Court do. It is generally the opinion in the purlieus of the Federal Trade Commission that the new Masonized practice will essentially speed up the whole machine of the FTC, and will solve many problems of the part of the

economy that must depend upon the Federal Trade Commission for rulings and clarification of the innumerable laws that burden the life of the business man.

Reorganization of F.T.C. Planned During Summer

The summer vacations also will enable the FTC organization to adjust itself to the reorganization which was announced in mid-May and becomes effective on June 1. At the moment, naturally, there is a good deal of dislocation because the changes require many adjustments. The object of the reorganization is to eliminate delay in the handling of the cases; to promote cooperation with industry; to eliminate waste of effort and cost in litigated matters by simplifying investigations of complaints with due regard to the preparation that must be made for trial. Finally, it is the object to coordinate the economic investigations with which the FTC is charged by law with the preparation and trial of cases so that conditions which encourage monopolistic development and practices will be treated in their incipency. As is apparent, the whole object of the reorganization is to formalize the cutting of corners. The Commissioners hope that the FTC organization will be able to proceed more directly and with less red tape routine.

Men Who Will Make Up the Federal Trade Commission

D. C. (Scott) Daniel, who has been Secretary and Executive Director of the Commission, and Director of the Bureau of Administration, stays where he is. William T. Kelley, a veteran in the Commission, and an authority in business law, continues as General Counsel. Henry Miller, most intimately known to the cosmetic,

perfume and toiletries industries, as head of the Trade Practice Division, has been advanced to the post of Associate General Counsel. He is to handle all the legal questions relative to the cooperative work of the Commission. Miller is regarded as the best authority in the field. James A. Horton has been placed in charge of the Bureau of Industry Cooperation with P. B. Morehouse, formerly Director of the Bureau of Stipulations, as his associate. The chief object of this Bureau is to work with industry to find ways of wiping out unfair and deceptive trade practices. Mr. Morehouse succeeds Mr. Miller as Chief of the Division of Trade Practice Conferences, and is directly in charge of the work which formerly was administered by Mr. Miller. This means, naturally, that Mr. Morehouse will take up the negotiations with the cosmetic industry in regard to the Trade Practice Rules where they were left by Mr. Miller. Mr. Morehouse intends to keep closely in touch with the industry, both with those who visit Washington and in visiting gatherings of the industry wherever they may be held.

Seeks to Make Demonstrator Requirements Workable

The overall supervision of the program in which the industry is interested comes under Commissioner Carson. He will work for the people in the FTC and the people in the industry to attempt to find a solution to the problems more definitely posed by the Arden decision, and by the need for clarification of the demonstrator puzzle. The Federal Trade Commission is sincerely convinced that the businessman who is almost forced to use the service of demonstrators is just as eager to do it properly as are the law adminis-

tering bodies to enforce the law. The FTC commissioners, moreover, are wholly convinced that the law, as now on the books, is not workable and that some amendment must be secured from Congress to enable business to function properly and honestly. Under the new dispensation, there appears to be a very eager effort to work with the business man to secure this result. Consequently, there is little doubt the Federal Agency will combine with the businessmen to secure appropriate new legislation. It is too much to hope that it will be enacted in this Session; but there is no doubt it will be one of the first Bills to be introduced in the next Session.

Business Conditions in Northeast United States Analyzed

This correspondent recently travelled from Washington to the Northeastern most point of Maine. Things apparently were humming so far as surface indications were concerned; but those who should know said that conditions really are slightly off. Some businesses, and some areas, in the Northeastern part of the United States, seem to be in worse stead than others. For instance, the Northeastern-most town of the United States, Eastport, Maine, for sometime has been classified as a distressed area with an official unemployment record of 45 per cent.

We were told that overdrafts had increased surprisingly. The average sum of the overdraft was small. The arresting aspect was the universality of the condition. Analysis revealed that the reported slowing-down of business in many instances was not actual curtailment but was absence of cash. Those who sell television sets, washing machines, refrigerators and the many gadget things that go into the home, and which are bought on the installment plan, have large sales. Installment buying has increased tremendously. It is reflected in the constant expansion of the construction of homes.

Outlook for General Business in the U. S. is Good

It is curious that while throughout New England, New York, New Jersey and Pennsylvania, there is a sober sense of caution about business, the professional optimists in Washington, and elsewhere, who circulate the greatly increasing numbers of so-called private letters, insist that business is good and will be still better this year

and next. Almost all economists, and other specialists in Government, are convinced of net gain ahead. They tell us the backlog of orders is far greater now than it was last year. They point to the tremendous number of homes started the year past, and insist this building will continue for a number of years ahead.

It is reported inventories are low, automobile construction constantly growing, and the demand for automobiles is always increasing. They tell us the consumer has much more income than he had in 1949. They say that the present unemployment, which is near five million, and which is expected to approximate six million by July, will sharply decrease during the last six months of the year.

Lester A. Barber Gets Status Under Civil Service

Lester A. Barber, the specialist on essential oils and allied products in the Department of Commerce, one of the men in government best known to the industry, has finally obtained his status under Civil Service in the professional classification. This gives him permanence and substance in his place in government which he highly deserves. Congress department has been affected by a number of personnel earthquakes which has reduced the number of workers by thousands. Barber, among others, has been deprived of essential assistance, purely as a result of this overall policy.

Essential Oil Imports Up and Gum Imports Down

Chief Lowell D. Kilgore of the Chemicals Division of the Office of Domestic Commerce reports that in January gums and balsam decreased in tonnage volume and that essential oil imports reached a new high. The gums, 2,591,437 pounds, having an import value of \$635,617.00 were 20 per cent under quantity arrivals in the preceding month. Gum arabic, and gum tragacanth were off 56 per cent and 58 per cent. Gum tragacanth recorded the largest tonnage since March of last year. Gum kadaya, also was up in volume. Balsam, during January, 34,425 pounds valued at \$29,089.00, was 140 per cent greater than in December. The 11,692 pounds of styrax from Turkey, and 2,085 pounds from Honduras reflected the greatest increase. The total tonnage of essential oils was 1,114,290 pounds, 89 per cent greater than the preced-

ing month, in 79 per cent above the imports of January 1949. Only ten of the 37 oils listed in the table showed decreases for January of this year when compared with December 1949. Citronella was the largest gainer, 172,162 pounds more than in December. The 289,292 pounds of citronella oil received in January had an import value of \$288,202. The oil came from Ceylon, Indonesia, China and Taiwan. China sent the greatest quantity, 238,492 pounds valued at \$232,096.00. It is also reported cosmetic sales in 1949 increased 4.3 per cent over 1948, and 5.1 per cent over 1947. The sales for 1949 were \$782 million while in 1948 they were \$749,750,000.00, and in 1947 they were \$743,800,000.00.

Citronella Exports From Indonesia Down Considerably

Citronella oil exports from Indonesia during February 1950 were six metric tons valued at 56 thousand guilders. In January 1950, they sent us 24 metric tons valued at 236 thousand guilders. A metric ton equals 22,205 pounds and an American dollar equals 3.80 guilders. They tell us that in 1949 Indonesia sent us 446 metric tons of citronella oil valued at 2,162,000 guilders. From Australia the Department of Commerce received word that only a small quantity of otto of boronia (absolute) is being produced. Before the War they sent us approximately 1000 ounces per year. The only firm producing boronia for export says there is no other flower type, or bouquet similar in odor. Up to the present only wild-growing flowers have been used, but the Government botanist in Perth states that the common brown boronia, from which the oil is extracted, is very easily cultivated. The cultivated variety will produce in three years. A thousand pounds of flowers will yield five pounds of oil.

Israel Produces Three Million Boxes of Citrus Fruit

Israel, during 1949-50, produced more than 3,000,000 boxes of citrus fruit. The Philippines, the first three months of this year, sent us 127 thousand long tons of copra and cocoanut oil. Japan has some people in this country who are trying to sell us camphor oil, eucalyptus oil, safrol, sassafras oil, and agar agar. Scotland also has salesmen over here who wish to sell us toilet articles.

THE ROUND TABLE —

Francois Goby Reports on Crop and Economic Conditions

Francois Goby, director of Tombarel Freres, Grasse, France, arrived in the United States May 19 on the Ile de France on his 53rd crossing of the Atlantic ocean, for a stay of six weeks in the United States.

Etienne Gaziello, director commerciale of Tombarel Freres, who has been associated with the company for 30 years, arrived by airplane May 28 on his first visit to



Francois Goby

the United States in celebration of his anniversary. Both Mr. Goby and Mr. Gaziello spent most of their time in conference with executives of Tombarel Products Corp., New York, American agents of which Dr. Paul Muhlenhaller is president. Before returning to France Francois Goby attended the international convention of Rotary Clubs in Detroit June 18-22. Mr. Goby is president of the Rotary Club of Cannes, France.

"France," reported Mr. Goby, "is recovering fast economically and otherwise." This he attributed largely to the efficient use of funds supplied under the Marshall plan combined with the common sense and industry of the people and a better balanced economy. Extremists are losing influence and the monetary situation is much improved.

He reported that the rose and

orange blossom crops have been harvested. Due to rainy weather the orange flower crop was short and the production of neroli will be about 20 per cent below normal. The yield of rose flowers and the production of rose oil was similarly affected except that the amount of rose oil produced will be about 40 per cent below normal. Prices are higher for both. Jasmin is sure to command higher prices this year and lavender which will be harvested in mid Summer has remained steady and there is no prospect of a decline in prices.

Due to the pressure of business Mr. Goby was unable to visit his many friends in the United States and scheduled his return to France on the Ile de France for June 28. Mr. Gaziello flew back to France June 18.

Curl Shampoos Ruled Subject To 20% Tax

Curl shampoos are subject to the 20% cosmetic tax even though they contain more than 5% saponaceous matter, according to a recent ruling by Charles J. Valaer, Deputy Commissioner of the Bureau of Internal Revenue. In a letter to Jacob Reck, counsel for the National Beauty and Barber Mfr's Assn., Mr. Valaer maintained that since Shampoo-Curl and Tru-Curl are advertised and sold for curling the hair as well as cleaning it, they are toilet preparations and are subject to tax. Mr. Valaer also ruled that dry shampoos are taxable when they contain no more than 5% of saponaceous matter.

National Beauty Trades Show in New York August 27-29

Plans for the national Beauty Trades Show to be held in the Statler hotel, New York, August 27-29 are well advanced according to a report by L. A. Freiberg, managing director of the show.

Warns Business Men to Watch Their Trade Associations

"It is an unhappy fact," said Senator William Benton, who formerly did notable work for some of the largest companies in the toilet goods and allied industries, "that American business men today to too great an extent are abdicating their responsibility and often their thinking about big key problems to trade association executives whom they would not hire in their own companies."

"They are allowing these trade associations to make statements in their behalf which they would never permit the treasurer of their own company or the vice president of their company to make even on behalf of their own individual businesses."

Continuing his speech in the senate Sen. Benton said "I have observed these trade associations, have belonged to some of them and know their weaknesses. I think it is imperative for the country, particularly for the business groups, to understand the situation better if they want to be more effective and more constructive in their work with the federal government and notably with members of Congress." He cited several examples to enforce his remarks. They pointed the way to effective work with the government.

German Ammoniated Toothpastes To be Shown at Trade Fair

Ammoniated toothpastes and powders produced in Western Germany will be displayed at the International Trade Fair, Chicago, August 7-20, according to Henry Abt, American Director of the Assn. for German Export in the U.S. The West-German pharmaceutical and cosmetic industries have again begun quantity production and exported over \$5½ million worth of pharmaceuticals and about \$50,000 worth of quality cosmetics.

Dow Chemical Co. to Operate Bush Aromatics as a Division

The Dow Chemical Co., Midland, Mich. has acquired Bush Aromatics Inc. of New York in order to better coordinate chemical research with customer needs according to an announcement by Dow President Leland I. Doan.

The newly acquired firm will function as a division of the Dow Chemical Co. under the direction of Dr. Arthur Behr who has been director of aromatic research for Dow for the past decade.

Ernest Briggs, Jr., present aromatic chemical sales head at Dow

tions it appears that there are 123,230 beauty shops in the United States. The 1949 census of beauty shops has as yet not been issued by the Bureau of the Census.

Fleuroma, Inc., Expanding, takes Over Demont Laboratories Inc.

Fleuroma, Inc., New York, producers of perfume oils and basic aromatic specialties, announces the appointment of Dr. Michel Demont as chief chemist of their recently acquired chemical laboratories, formerly Demont Laboratories, Inc. The laboratories continue to operate at their present location, 155



B. T. Bush Discusses Plans with Ernest Briggs Jr. and Dr. Arthur Behr

will be responsible for sales according to Mr. Doan who added that his company felt fortunate to be able to retain the services of Burton T. Bush, president of Bush Aromatics. Mr. Bush is well known throughout the industry and will serve in an advisory capacity. Edward A. Bush and B. T. Bush, Jr., will continue as sales representatives of the new division.

The new division will continue to be exclusive U.S., Canadian and Cuban representatives of Synarome of Paris. Sales offices continue at 136 Liberty St., New York and administrative offices and a plant will be operated at 629 Grove St., Jersey City, N.J.

Beauty Shops in United States Now Number 123,230

From figures obtained from state cosmetology boards in all but six states and from surveys in the missing six states by beauty publica-

Waverly Place, New York, as a division of Fleuroma, Inc. The offices and perfume laboratory remain at 73 Sullivan Street, New York.

Dr. Demont, a graduate of both La Sorbonne and the University of Caen, Paris, brings with him an enviable record of outstanding developments in the field of aromatic chemistry, originally in France and more recently in this country. Walter Lengsfelder, president and perfumer of Fleuroma, Inc., in close collaboration with Dr. Demont, plans to extend the firm's research in the field of new aromatic bodies for the exclusive use in the company's perfume specialties.

According to a statement by Emanuel Poons, general manager, the operations of the new laboratories have been completely integrated with the current activities of the company. Rupert C. Watson continues to direct the sales department of the expanded Fleuroma interests.

Robertet Develops New Method For Extracting Floral Oils

The new method of extracting floral oils by means of butane gas developed by Maurice Maubert and E. P. Meunier of P. Robertet et Cie, Grasse, France, marks a forward step in the science of extracting floral oils according to Shaw Mudge, manager of the American branch P. Robertet, Inc., New York, who has just returned from an airplane trip to the parent company in Grasse.

"By employing the new method a more delicate and more faithful odor results" Mr. Mudge reported. "The problem of floral waxes does not occur in the new process and it is so efficient that floral oils produced by it are reasonably priced. Moreover it makes possible the extraction of oils from exceedingly delicate flowers such as lily of the valley, lilac and honeysuckle. The latter, as yet are not available industrially. The response of the trade both here and abroad to the floral products extracted by the new method has been outstanding."

Stuart Brothers Co. Now Sales Agents for Chiris in Canada

Stuart Brothers Co. Ltd. of Montreal has been appointed sales agents in Canada for the Antoine Chiris Co. The concern was founded in 1870 and is one of the oldest flavor manufacturers in Canada.

Fred Shoninger, president of Antoine Chiris Co. who directs operations of the company in England as well as in the United States, has just returned from a month's stay in England.

Jinx Falkenberg and Hans Groenhoff Guests of CIBS

Jinx Falkenberg, of radio and newspaper fame, and Hans Groenhoff, aviation and fashion color photographer, were the guests of honor of the Cosmetic Industry Buyers & Suppliers Association at the May luncheon. Miss Falkenberg talked on her experiences while entertaining soldiers in the China Burma area during the war. Mr. Groenhoff, recently appointed director of Colonial Airline's picture service bureau, exhibited several aviation photographs and fashion pictures.

Many of the outstanding ladies of the cosmetic industry attended the association luncheon as guests of members.

Norman F. Dahl Elected President of Bourjois

Norman F. Dahl was elected president of Bourjois, Inc. at a recent meeting of the firm's board of directors. Mr. Dahl was formerly vice-president in charge of sales and



Norman F. Dahl

advertising, and before that was president of Prince Matchabelli.

Paul Douglas resigned as president of Bourjois due to ill health. He was named vice-chairman of the board however, and will again take an active part in the management of Bourjois when he has recovered from his illness.

Verona Chemical Co. To Distribute Sozio Products

The Verona Chemical Co., Newark, N.J., has been appointed exclusive U.S. distributor for products made by J. & E. Sozio, Grasse, France. The French firm produces essential oils, resinoids, and absolutes.

Heads of British Fragrance Bureau Announced

The newly formed Fragrance Bureau, the British counterpart of the Fragrance Foundation, has announced that T. Lyddon-Gardner, managing director of Yardley Ltd. will be its chairman. The organization's secretary will be D. R. Collins, managing director of Goya Ltd.

Stanton Laboratories Opens New Plant in Bristol, Pa.

Stanton Laboratories went into full production May 15 in its new plant in Bristol, Pa. N. L. Fields executive vice president reports that months of careful planning, engineering and chemical research were involved in constructing the new plant. A completely instrument controlled, continuous process method of manufacture, employing advanced methods of vacuum distillation was provided, he

reports, to insure a uniform standard of purity and increased production capacities. The company specializes in the manufacture of distilled thioglycolic acid, ammonium thioglycolate and sodium thioglycolate.

Lower Air Shipping Rates For Cosmetics Now in Effect

Substantially lower air freight rates on cosmetics are now in effect on eastbound shipments from nine western cities to major mid-west and eastern communities served by United Airlines, according to E. L. Dare, manager of air cargo sales for United. The reductions of 20 to 40 per cent are designed to stimulate eastbound shipments, which have always been lower than westbound traffic.

Paul Marin Made Chevalier of Legion of Honor

Paul Marin, director of Etablissements Charabot & Cie., Grasse, France, was awarded the rank of Chevalier of the Legion of Honor by the French government at recent ceremonies. He was given the award in token of his military service in two wars, first as a lieutenant in 1914-18 and later as a captain in the recent war. He won the Croix de Guerre and a citation for his service in each war.

Dallas Department Store as Arbiter of Fashion

Choosing Neiman-Marcus, a Dallas, Texas, department store as the foremost arbiter of American fashion, Norman Myer, chairman of Myer Emporium Ltd. of Melbourne and Adelaide, Australia, the largest single retailing operation in the British empire, has selected it to assemble the best in American fashion for presentation in Australia. A group of models with clothes and accessories will travel 9,575 miles to make showings during July and August in the principal Australian cities and will return via Europe.

Quality Protection to be Theme of Western Packaging Show

"Quality Protection" has been selected as the theme for the nine conference sessions to be held in conjunction with the third Western Packaging and Materials Handling Exposition, to be held August 16 through 18 in San Francisco's Civic Auditorium. Nine speakers for the conference sessions will be chosen at the next meeting of the Conference Council.

T.G.A. Opposes Contact Committee to Deal with Government

In a letter to the publisher of this journal S. L. Mayham, executive vice president of the Toilet Goods Assn., writes:

"I noticed in the column written by deNavarre entitled "Desiderata," a suggestion that a "contact committee" be established to deal with the Food & Drug Administration and the Federal Trade Commission along the lines of the Pharmaceutical contact committee which has worked quite successfully for some years.

"Inasmuch as the T.G.A. Scientific Section was mentioned as possible participants in such a committee, I thought I should place clearly on record the views of the T.G.A. toward the establishment of such a group.

"The T.G.A. believes that the formation of such a group is completely unnecessary and highly undesirable from every possible standpoint. The relationship between the cosmetic industry and the Food & Drug Administration and the cosmetic industry and the Federal Trade Commission is such that no committee could do anything but deteriorate the situation. The industry has never been in the unfortunate position that the drug industry was in at the time when its joint committee was established. No one in this industry, with the possible exception of a few selfish individuals who would desire what little glory might be attached to a committee membership, so far as I know, desires the establishment of such a committee or favors it. Through my close contact with authorities in Washington, I am sure that they do not favor it. I think even the proposal of the establishment of such a committee is a disservice both to the government and to the industry which has worked at all times in complete harmony with regulatory authorities.

"I was sorry to see deNavarre bring this up in his column and hope you will make clear to your readers that the T.G.A. is not in favor of any such a move."

Arrow Laboratories Executives Named to Connoisseurie Board

Ralph Bernstein, president of Arrow Laboratories, and Eric Eichwald, vice-president and chief chemist for the firm have joined the board of directors of F. H. Connoisseurie, Inc. of New York, manufacturers of Mary Lynn Products.

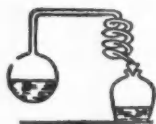
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Cloves, Cassia, Geranium, Juniper, Lavender, Lavandin, Italian Lemon, Orange, Bergamot, Spike Lavender, Rosemary, Pine Needle, Sage, Lime, Vetivert — etc.

Also all Aromatics, By-Products, and Raw Materials for Perfumery.



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Cosmetics and How to Make Them (Bushby)	3.00	Vol. I Raw Materials Dictionary	8.00
Drug & Specialty Formulas (Belanger)	6.00	III Treatise on Cosmetics	7.00
Emulsion Technology—a symposium	6.50	Perfumes & Spices (Verrill)	3.50
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The Essential Oils (Guenther) Vol. II	10.00	Practical Emulsions (Bennett)	8.50
The Essentials Oils (Guenther) Vol. III	10.00	Principles & Practice of Beauty Culture (Wall) ..	6.00
Flavor (Crocker)	3.00	Science & Art of Perfumery (Sagarin)	3.00
Fundamentals of Detergency (Nevin)	5.50	Soaps & Detergents (Thomssen & McCutcheon) ..	9.00
Hanley's 20th Century Book of Formulas, Processes & Trade Secrets	4.00	Spice Handbook (Parry)	6.50
How to Make and Use a Small Chemical Laboratory	1.00	Surface Active Agents (Schwartz & Feery)	10.00
Introduction to Emulsions (Sutheim)	4.75	Synthetic Food Adjuncts (Jacobs)	5.50
The Law of Foods, Drugs & Cosmetics (Toulmin)		U. S. Dispensatory XXIV	20.00
One large volume, 1460 pages	17.50	U. S. Pharmacopoeia, XIIi	8.00
Modern Cosmeticology (Harry)	12.00		

Send remittance with your order. Foreign postage extra

Book Department: MOORE PUBLISHING CO.
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Helen Neushaefer Distributes To Supermarkets

The Helen Neushaefer line of lipstick and nail polish is being distributed to super markets by A. Sartorius & Co., College Point, N.Y., manufacturers of the Neushaefer line. Mrs. Neushaefer rented space at the Super Market Institute convention in May and ran a full page advertisement in Super Market Merchandiser magazine to announce her exhibit. To promote her products, she is offering special display cabinets at no extra charge to stores buying sufficient amounts of her products.

Mrs. Neushaefer's advertising and display booth emphasized the high profit available to sellers of her line and played up the offer of a free display cabinet. According to her, response on the program was very encouraging, with chains of 30 and 40 outlets in the mid-west and west requesting her products.

Customs Curb on Perfumes Due August 1

Beginning August 1 travelers will be permitted to bring only one bottle of each foreign made perfume of fragrance product bearing an American-owned trade mark, it was announced recently at T.G.A. convention. The action is the result of agreement by 20 manufacturers to follow a uniform practice under the provisions of Rule E of the Customs Bureau. The rule is based on Section 526 of the Tariff Act of 1930 concerning protection of trade marks.

Annual Summer Party of Cosmetic Credit Men June 23

The annual Summer party of the Drug, Cosmetic & Chemical Credit Men's Assn. is to be held at the home of Nat Otte, the popular group secretary and at the Riviera Beach Club, Port Washington, L.I., June 23.

Sagarin Cites Perfume Uses in Many Industries

Edward Sagarin, advertising Inc., New York, showed the importance of perfumery to industries other than the cosmetic field at a recent address before the Western Connecticut Section of the American Chemical Society in Stamford, Conn.

Mr. Sagarin pointed out that products such as many textiles, fabrics, inks, and many others would be unacceptable were it not for perfume additives which effectively

mask the malodorous properties inherent in them. He also outlined the broadened horizons of perfumery in current years made possible by scientific research and industrial expansion.

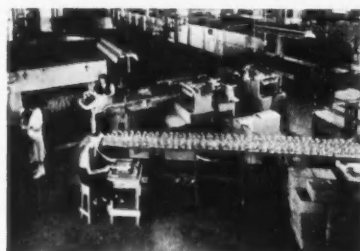
TGA Committee to Examine Public Relations Activities

The Toilet Goods Assn. has appointed a special committee to study possibilities for expanding the groups work to cover public relations for the toilet goods industry and its products.

Chairman of the committee is Norman F. Dahl of Bourjois, Inc. Members include H. L. Brooks, Alexandra de Markoff Sales Corp.; C. A. Pennock, Hudnut Sales Co.; J. S. Wiedhopf, Parfums Ciro, Inc.; Robert P. Johns, Jacqueline Cochran, Inc.; Mrs. Muriel Bell, Muriel Bell, Inc.; and J. I. Poses, D'Orsay Sales Co.

New Ceramic Labelling Plant Begins Work in Baltimore

Glasscrafters, Inc. has recently begun ceramic labelling and decorating operations on glass containers in a new building on the



New Glasscrafters Plant

property of the Carr-Lowrey Glass Co., Baltimore. The new firm is owned jointly by Carr-Lowrey and the W. Braun Co. of Chicago.

Flett Presides at American Institute of Chemists Meeting

Lawrence Flett, president of the American Institute of Chemists, presided at the meeting of the association in the Hotel New Yorker, May 11 and 12. Reports on flavor and cosmetics and other things developed by chemists to improve every phase of living were made.

Among Our Friends

EDWARD A. OLDS III is the new president of Packer's Tar Soap, Inc., New York, N.Y.

RICHARD D. WEBB, son of R. R. WEBB of W. J. Bush & Co.,

New York, has been elected president of the Duke University Young Republican Club. His election gives him a membership in the Durham County (North Carolina) Republican Executive Committee.

WILLIAM LAKRITZ, president of Florasynth Laboratories, Inc., and Florasynth Ltd. (Canada)



William Lakritz

recently returned from a trip to England and Europe. In France he visited Grasse to see the distillation of rose and orange flowers.

MAXWELL BOWER has returned to Milkmaid, Inc. as sales manager, a position he previously held for ten years.

HEINZ MESSTORFF, general manager of Empresa Importadora, S.A., Mexico City has returned to Mexico after visiting New York and attending the Toilet Goods



Heinz Messtorff

Assn. Convention. His firm is sole distributor in Mexico for Fritzsche Brothers' line of flavors, perfume raw materials and related products.

JOHN P. GREIVELDINGER has been appointed Production manager for the firm's corrugated box divisions and WILLIAM H. was appointed manager of Robert Gair's Thames River division at New London, Conn.

Fragrances that help sales

Cuirodor

Rich and exotic, Cuirodor has almost limitless use . . . a long-lasting and distinctive base for a scent of mellow tobacco . . . for perfumes and toilet waters of an Oriental type . . . and for imparting warmth to many fragrances. For quality that is exceptional at a price that is moderate, send for a working sample.

Fleuraldine

Soft, delicate, and characteristically French, this modern Aldehyde creation will enhance the finest floral fragrances. As a flowery note for heavier compositions . . . as a base for your own formulas . . . as a compound for perfumes, toilet waters and cosmetics . . . Fleuraldine is an inspiration. Its distinction, its quality and its reasonable price warrant your sending for a working sample.

•
Creators of the finest perfume bases for every purpose, in every price range.

**Essential Oils
Perfume Materials
Aromatic Chemicals**



VÉRONYL

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SYNAROME

of Asnieres, France

VÉRONYL is the truly fine addition to your Eau de Cologne. It gives the effect of a citrus overtone with an underlying, persistent sweetness.

Five percent of VÉRONYL in your cologne base will add a strength and a richness which shows the economy of this \$36 product.

Send for your sample of VÉRONYL, or for a balanced cologne containing VÉRONYL.

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218 E. Huron St.

MISS CLARE I. GINCEL, credit manager of Givaudan-Delawanna, Inc., has just returned from a three week trip to Los Angeles, Calif. to attend the 54th Annual Credit Congress of the National Assn. of Credit Men. The meeting was attended by over 2,000 dele-



Miss Clare I. Gincel

gates. Miss Gincel is a member of the Advisory Board of the Drug and Chemical Group of the New York Credit Men's Assn. and the trip marked her 25th year with Givaudan.

MRS. EMILY WATSON, president of Gini Products, Los Angeles, manufacturers of Pinwae Perma-

nent, has been visiting New York to contact retail outlets, representatives, and beauty editors.

HAROLD J. EDMON, manager of the Naugatuck Aromatics division of U.S. Rubber Co., has returned from a six week trip through Europe. Mr. Edmon visited suppliers in France, Italy, Germany, and England.

H. GREGORY THOMAS president of Chanel, Inc. was honored at a luncheon given by the board of directors of the Toilet Goods Assn., celebrating his wedding. GERARD J. DANCO acted as master of ceremonies.

LEE H. BRISTOL, president of the Bristol-Myers Co., Hillside, N.J. who was born on November 11, later to be Armistice Day, was the subject of an amusing interview on his splendid work in developing sales of the company's products by various types of media, in a recent issue of the New York Herald-Tribune.

HARRY J. LEHMAN, head of the Wildroot Co. has been appointed to a policy forming group for the 1950 drive of the Buffalo Community Chest.

JOSEPH W. VAUGHAN has been named vice-president and treasurer of Jacqueline Cochran, Inc. and Parfums Charbert, Inc.,



Joseph W. Vaughan

New York, Mr. Vaughan was formerly controller and manager of the company's factory in Newark.

NORMAN W. F. KLEIN has been appointed director of the Export department of Morehouse Industries with headquarters in Los Angeles, Cal. Mr. Klein is a native of Holland and was educated in European technical schools and universities; and has had much experience in export work. At present in company with George E. Missbach, general sales manager

Quality ★ ★ ★

METAL CONTAINERS and CLOSURES

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Vanities

Jar Caps

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Lipstick Containers—Swivel, Slide, Automatic

Powder Boxes

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Perfume Vial Cases and Caps

Lip Brushes

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and

Other Special Metal Products for the Cosmetic Industry

THE BRIDGEPORT METAL GOODS MFG. CO.

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You've been
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FOR **THIS** CONCERN!

IF YOU HAVE A
CHALLENGING COSMETICS PROBLEM—

—calling for product improvement to halt lagging sales or

—wish to safeguard volume with a new item in home permanent-wave kits, hair conditioners, creme shampoos, anti-perspirants or deodorants for example or

—seek a discriminating (private label) formula carefully compounded, packaged and labeled—with costs minimized but with quality, consistency and color rigidly maintained—

—then you can turn with confidence to this concern with 40 years experience as private label specialists.

Modestly equipped and staffed with able specialists—they place at your disposal the finest in laboratory and production facilities and the most economical as well . . . Full information gladly furnished without obligation.

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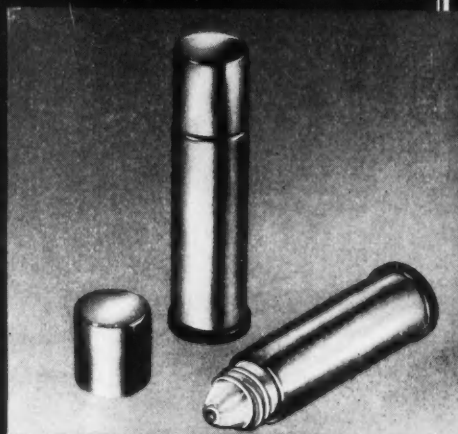
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PERFUME
FLACONS



SPILLPROOFS

Top Left: Plain Round (1 dr.) Lower Left: Pinched Square (1 dr.)
Top Right: Plain Round (1 1/2 dr.) Lower Right: Watch Case (1 dr.)



SPILLPROOFS IN METAL

Plain round (1 dr.) encased in highly polished Brass container with flush cap. Tarnish-Proof

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of the company, he is in Europe visiting the company's foreign representatives.

Obituary

Rudolf Fischer

Rudolf Fischer, general manager of Helen Neushaefer Cosmetics, Inc. died recently at his home in Queens County, New York. He was 58 years old.

C. L. Rice

C. L. Rice, head of Luzier, Inc., Houston, Texas, died recently in Kansas City, Mo., during a business trip. He was 61 years old.

Eugene Muller

Eugene Muller, general manager of J. Mero & Boyveau, Grasse, France died at his home there recently. He was about 70 years of age. He was well known in the United States and had made 29 trips here in the last 50 years. His last trip was made in March and when he sailed April 15 for France he had made 58 crossings of the Atlantic ocean. For many years his company was represented in the American market by Dodge & Olcott Inc.

Rene Maurice Gattefosse

René Maurice Gattefossé, well-known chemist and writer on cosmetics, died recently in French Morocco at the age of 69. M. Gattefossé was the author of 29 books on cosmetics and perfumery as well as numerous magazine articles and



René Maurice Gattefossé

several books in other fields. He was the founder and editor of *La Parfumerie Moderne*, a French magazine.

M. Gattefossé was a pioneer in the isolation and use of many chemicals and essences which have now become standard. He pro-

duced the first terpeneless oils made in France and worked to improve French oils and solvents.

His first work was the *Formulaire de Parfumerie* which had its first edition in 1906. His last complete book was the *Technique of Beauty Products*, which was published in London in 1949. At the time of his death he was preparing a book on the use of odor in medicine.

Dr. Frederick W. Brown

Dr. Frederick W. Brown, vice president and technical director of D. W. Hutchinson & Co., New York, N.Y. died May 21 while visiting his son in Palermo, Maine. He was 70 years old and is survived by his widow and three sons. He had been with D. W. Hutchinson & Co. for 16 years and prior to that his entire professional life was spent in the essential oil and its related industries.

Clarence Lever

Clarence Lever, head of Lever Bros. of California, died recently in Los Angeles. He was 49 years old. Mr. Lever was formerly vice president and sales manager for Sutho Suds Corp., Indianapolis and before that was district sales manager for General Foods Corp.

THE SEARCH
is always
FOR SOMETHING
BETTER!



CHOLESTEROL IN ITS MOST ACTIVE AND EFFICIENT FORM

the AMERCHOLS
are *Naturally* better

NON-IONIC EMULSIFIERS, EMOLLIENTS AND PENETRANTS

The AMERCHOLS are surface-active agents which are *Naturally* good for the skin. Of *Natural Origin*, they represent odorless, color-free forms of cholesterol and related rare sterols which we isolate in purified form from animal tissues. They are stable in the presence of acids, alkalies and most drugs.

— WE KNOW OF NO CASE OF ALLERGY DUE TO AN AMERCHOL —

For complete information write on your company letterhead for your copy of our technical booklet. Contains valuable data on the use of the Amerchols in O/W and W/O emulsions. Formulas for all types of creams, lotions, hair preparations, etc.

Our Research Laboratories are available to you for advice and information at all times.

Have you tried AMERCHOL L-101 Liquid Cholesterol Penetrant for your hair preparations?



AMERICAN CHOLESTEROL PRODUCTS

• INCORPORATED •

MILLTOWN

NEW JERSEY



OIL ORRIS ROOT LIQUID ABSOLUTE
ORRIS CONCRETE
ORRIS OLEORESIN (*Resinoid*)

Experience demonstrates that none of the substitutes for Orris is wholly satisfactory in giving the characteristic Orris note. It is therefore fortunate that these well known Bush specialties are now readily available.

W. J. BUSH & CO., Inc.

ESSENTIAL OILS . . . AROMATIC CHEMICALS . . . NATURAL FLORAL PRODUCTS

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**MACK PLASTIC
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 SPECIALITIES**

STANDARD SIZES DELIVERED FROM
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Count on MACK for quick delivery of molded closures — in all sizes and in any quantity. Choose from an interesting variety of modern stock designs. And for special packaging ideas, consult MACK technicians. Their sales-proved experience covering products of every kind is available to you without obligation. Samples of closures and prices sent on request. Just call or write Mack Molding Company, Inc., 160 Main Street, Wayne, New Jersey.

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**MOLDED
 EXCELLENCE**



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 PLANTS TO SERVE YOU

Market Report

Price Trend Continues Upward

SEVERAL tonnage chemicals took the lead in the raw materials market over the past month when a major producer announced that it was raising prices 10¢ per 100 pounds on soda ash and 15¢ per 100 pounds on chlorine and caustic soda July 1. The announcement was made by the Solvay Sales Division, Allied Chemical & Dye Corp. The chlorine advance of 15¢ will mark the first change in single unit tankcar prices since July 1, 1949. In April this year, it became necessary for manufacturers to increase their prices on multiple unit tankcars.

Glycerine Strong

The movement of refined glycerin was slowed up somewhat by the rail strike, but this failed to change the general supply picture which is regarded as strong. Virtually all offerings of Argentine and Russian crude glycerine have disappeared because of heavy European demands. European soap manufacturers are reported using fatty acids instead of tallows in their finished products. This in turn has created a greater European demand for curde glycerin.

Essential Oil Prices Levelling Off

Recent price advances in several items in the essential oil group were fully maintained but the general upward price trend noted in the earlier months of the year appears to have leveled off somewhat.

Spot prices on anise oil are below those a month ago despite the fact that shipping prices have shown a rather satisfactory recovery from the low levels of around 78¢ to 80¢ per pound. Other articles registering declines included coriander, lemongrass, and spike lavender.

For a time the availability of camphor fractions served to have a dampening affect upon the strength in *ocotea cymbarum* from

Brazil. Late reports indicate however that because of the chaotic conditions at primary sources the supply of camphor fractions appears to be rapidly disappearing. This in turn should again place *ocotea cymbarum* in a more favorable position.

Soda Ash and Caustic Soda

Soda ash, caustic soda, and chlorine are used by all basic industries including soap, petroleum, chemical, glass and paper. Settling back from the high rate of industrial operations during and immediately following the war, last year's alkali production indicated a considerable drop in soda ash demand from nearly 4,900,000 tons in 1948 to about 4,100,000 tons in 1949. The decline in caustic soda production was not as sharp, amounting to 2,223,000 tons last year in contrast to 2,356,000 tons in 1948. Output of electrolytic caustic soda in 1949, however, was approximately 70,000 tons greater than in 1948.

Increased Demand for Citrus Oils

The demand for citrus oils, fruit flavors and certain specialties for the account of confectioners and beverage manufacturers got off to an early start this year. The increasing sale of television sets for home use is expected to influence soft drink sales and in turn to be reflected in greater oil and specialty sales.

Based on U.S. Census of Manufacturers' figures the food and chemical processing industries are the top manufacturing industries in the dollar, value of product manufactured in the country. The official figures reveal that the chemical process industries shipped \$35,411,130,000 of products in the last census year, 1947. Foods ran second with a value of \$32,944,173,000. The food field includes beverages, canning and preserving, confections, meat pack-

ing, dairy products and various other closely related items.

Although weather conditions proved highly unfavorable for the production of gum rosin in the naval stores belt during April, the early part of May brought about a rather sharp drop in the prices of all grades. Such a decline had been more or less expected, however, in keeping with the Government's lower support price for the new season.

Coconut Oil Easier

Coconut oil displayed an easier tone in sympathy with the downward trend in copra. A reasonably good inquiry was noted for coconut oil at times but the easier tone served to make buyers rather cautious.

Balsams Advance

Among the balsams, spot prices on Tolu were advanced sharply from around \$2.90 to over \$3.50 a pound. The spot market had been rather slow in reflecting the high shipping prices in the primary center but toward the close of last month local houses were forced to revise their selling schedules as their stocks of lower cost material started to run down to a low level. No drastic price movements were noted in copaiba or balsam Peru.

Menthol Advancing

A series of advances were noted in menthol over the past month. Closing prices were fully \$1 per pound higher than those in effect during the previous period under review. Absence of offerings from Brazil and China, high prices quoted from Japan and a generally depleted supply in this market were the reasons for the sharp rise in the local market.

Several metal derivatives moved higher in sympathy with the hardening trend in lead, copper, and zinc. Latest rise in zinc oxides amounted to one half cent a pound affecting all grades.

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container



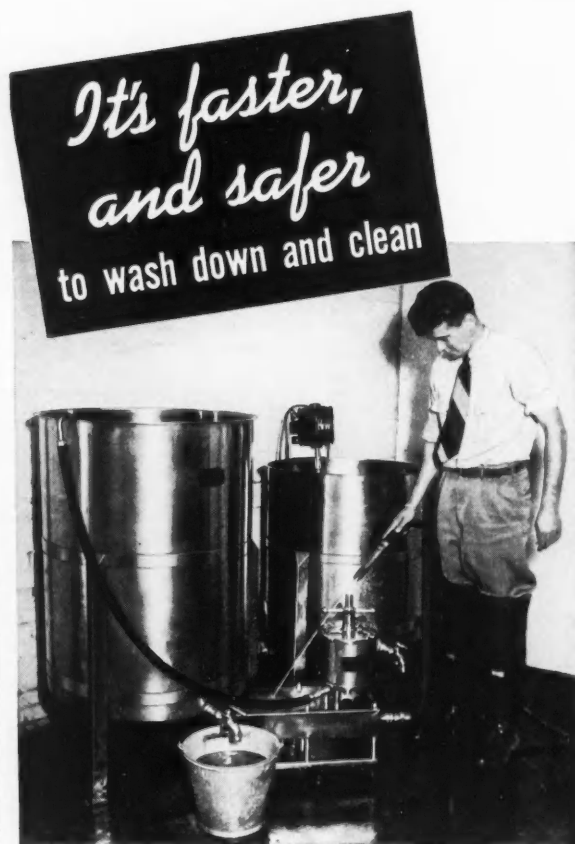
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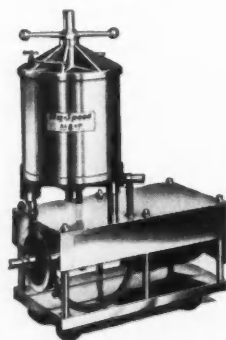
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You'll no longer worry about damaging Mixer or Filter Motors or the electrical connections because they're completely protected from spilled or splashed liquids and careless washing at the end of an operation. You'll like the sparkling appearance of the highly polished, easy-to-clean stainless steel and you'll find it takes less time and labor to keep Alsop Equipment clean. Whether you base your buying decision on efficient year-round service or on price, you'll be influenced by the obvious superiority of Alsop Filters, Mixing Machines and Tanks. Why not write for a copy of our complete descriptive catalogue today?



This Alsop "Sealed-Disc" Filter assures uniform, positive filtration at lowest-cost. It's simplicity, portability and compactness means convenience and speed in operation.

Write to Alsop Engineering Corporation
506 Rose Street Milldale, Conn.

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Filters, Filter Discs, Mixers,
Agitators, Pumps and Tanks



PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	3.75@	4.50
Sweet True	.70@	1.00
Apricot Kernel	.50@	.58
Amber, rectified	Nominal	
Angelica Root	135.00@	190.00
Anise, U. S. P.	1.00@	1.20
Aspic (spike) Span	1.00@	1.45
Avocado	1.10@	1.50
Bay	1.35@	2.00
Bergamot	4.50@	4.85
Artificial	2.10@	3.00
Birch, sweet	2.25@	5.40
Birchar, crude	1.00@	1.50
Birchar, rectified	4.25@	5.00
Bois de Rose	3.50@	3.85
Cade, U. S. P.	.40@	.60
Cajeput U. S. P.	2.35@	2.50
Cajuput (imitation)		1.75
Calamus	20.00@	25.00
Camphor "White"	.25@	.50
Cananga, native	4.25@	4.50
Rectified	5.15@	5.85
Caraway	3.75@	4.25
Cardamon	52.00@	60.00
Cascarilla		40.00
Cassia, rectified, U. S. P.	2.50@	2.75
Catnip (oz.)		5.75
Cedar leaf U. S. P.	1.75@	2.00

Cedar Wood	.40@	.55
Celery	15.00@	16.00
Chamomile Roman	250.00@	280.00
Cinnamon oil—		
Bark	35.00@	50.00
Leaf	1.25@	1.35
Citronella, Ceylon	1.25@	1.35
Java type	1.85@	2.25
Cloves, Zanzibar	1.65@	2.00
Madagascar	1.50@	1.85
Coriander	20.00@	25.00
Imitation	10.00@	12.50
Croton	5.00@	6.20
Cumin	6.35@	10.10
Dillweed	5.60@	6.30
Erigeron	5.00@	5.80
Eucalyptus	.60@	.75
Fennel, Sweet	2.65@	3.00
Garlic (oz.)	8.25@	9.00
Grapefruit	.65@	.80
Geranium, Rose, Algerian	15.50@	16.50
Bourbon	17.50@	18.00
Turkish	7.75@	9.25
Ginger	23.00@	30.00
Guaiaac (Wood)	1.90@	2.20
Hemlock	1.85@	2.25
Juniper Berry	3.00@	5.20
Laurel leaf	10.00@	12.50
Lavandin	1.40@	1.80
Lavender, French	2.20@	5.00
Lemon, Calif.	3.00@	3.25
Italian	2.90@	5.50
Lemongrass	2.15@	3.00
Limes, distilled	6.00@	6.35
Expressed	13.00@	13.50
Linaloe wood	3.35@	3.75

Lovage (oz.)	10.00@	12.00
Marjoram	3.50@	4.50
Myrrh		21.00
Neroli, Bigarde P.	85.00@	95.00
Petale, extra NF	155.00@	180.00
Nutmeg	3.30@	4.00
Ocotea Cymbarum	.75@	.90
Olibanum	4.80@	8.50
Opopanax	33.00@	40.00
Orange, Florida	.50@	.75
Brazilian	.95@	1.10
Calif., exp.	.75@	1.00
Orris Root, abs. (oz.)	65.00@	70.00
Artificial	36.00@	Nom'l
Pennyroyal, Amer.	4.10@	Nom'l
European	4.60@	5.80
Peppermint natural	6.25@	6.50
Redistilled	6.60@	7.00
Petitgrain	2.20@	2.75
Pimento—		
Berry	3.85@	5.50
Leaf	1.60@	2.00
Pinus Sylvestris	2.50@	2.65
Pumilio	2.80@	3.15
Rose, Bulgaria (oz.)	30.00@	56.00
Synthetic, lb.	22.00@	28.00
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(Continued on page 515)

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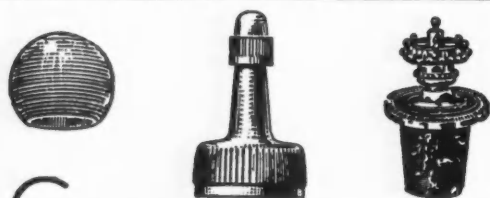
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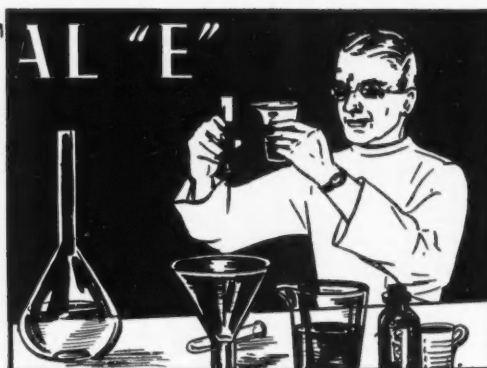
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(Continued from page 513)

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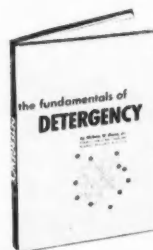
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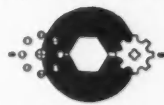
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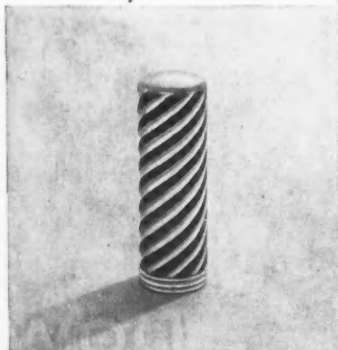
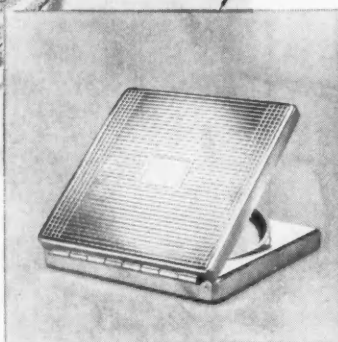


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